

JUNE 1950

Builders
on the move

Markets
on the move

page 71



STRUCTION ↑ MANAGEMENT ↑ DESIGN
Building is a Business" ... p. 74

SEE OTHER SIDE

IF YOU CAN'T "BEAR" BATHROOM ODORS & MOISTURE FOG

the quality . . . the design . . . sells itself



Now... increase your custom home sales with
FAMED SCHOLZ DESIGNS
ANYWHERE IN THE NATION

You will make more sales easier . . . your prospect will make a buying decision quicker—because you can offer a wide range of the world's most outstanding plans . . . a choice of designs which will exactly suit a prospective buyer's particular requirements—all engineered to meet your local market preferences—that you can start building immediately . . . Designs and quality that will permit you to take higher profits on every job. Write or wire today for full details. There is now a Scholz plant near you.

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Durham*

CENTRAL

*Toledo
Kansas City*

SOUTH

*St. Petersburg
Houston*

WEST

*Long Beach
Greeley (Colo.)*

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Please have your field representative call. AB6

Builder's Name _____

Address _____

City _____

Phone _____

We normally build

houses per yr. in the \$

to \$

range.

SCHOLZ HOMES, INC.
TOLEDO, OHIO

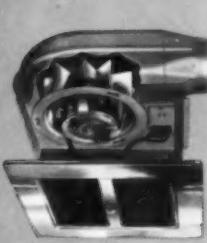
IF YOU CAN'T "BEAR" BATHROOM ODORS & MOISTURE FOG



NuTone Bathroom Fans

KEEP AIR FRESH, ODOR-FREE & MOISTURE-FREE

No matter whether your bathrooms are "inside plan" . . . or "outside wall" . . . you need exhaust fans to avoid lingering odors and prevent damage of steam and moisture to walls. NuTone offers 3 basic types of bathroom fans, designed especially for odor-free and moisture-free bathrooms.



LESS THAN 4" THIN!

Model 883 Bathroom Fan.
For Wall or Ceiling use.
Blower fan fits between
standard 2 x 4 wall studs
or installation between
ceiling joists. Transition
allows 3" duct for 4" wall
cap. Equipped with a
built-in back draft damper.
Only \$23.95 list.

FREE CATALOGS &
INSTALLATION DATA

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Write NUTONE, INC.
Dept. AB-6
Cincinnati 27, Ohio



U. S. and Foreign Patents



EXHAUST FAN PLUS LIGHT

Model 866 Vent-A-Lite. An exhaust fan plus overhead lighting, both for the cost of one combination unit. Fan blower is quiet and moves just the right amount of air without drafts. Provides better lighting to cover the entire bathroom area. Motor guaranteed 5 years. \$36.95.



Model 881 Bathroom Fan. Especially effective for bathroom use, where closed doors require a fan with high static pull. Can be discharged into attic space of a single floor plan or between joists in two-floor plan. Duct 4" diameter. 100 CFM. Anodized aluminum grille. Enclosed motor is moisture resistant. \$25.95 list.

SEE OTHER SIDE

WHY SHIVER IN THE BATHROOM... LIKE A "COOL-CAT"?



NuTone Ceiling Heaters

FOR INSTANT HEAT ON CHILLY MORNINGS OR OFF SEASONS

There are many months when bathrooms are far too chilly for comfort or good health. Even in homes with central heating... auxiliary heat is needed early in the morning after the furnace has been turned down during the night, or for "off-season chill"... or to help dry the hair.



SURFACE-MOUNTED IN CEILING

Model 928 Radiant Heater. It's surface mounted... only 9" high. Mounts like a standard lighting fixture. Heats 2 ways... with direct heat and reflected heat. Enclosed heating element, 1,000 watts. No extra heat bulbs or elements needed. Only \$18.95 list.

FREE CATALOGS &
INSTALLATION DATA

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Cincinnati 27, Ohio

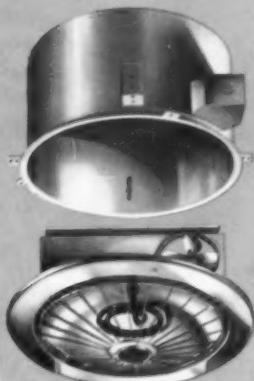
SEE OTHER SIDE

U. S. and Foreign Patents



HEATER PLUS LIGHT

← Model 901 Heat-A-Lite. Circulating heat plus light. Recirculating fan forces air downward, prevents heat loss. 1475 watts. \$49.95 list.



RADIANT CEILING HEATER

↑ Model 920 Built-In Radiant Heater. Instant, infra-red heat spreads its relaxing warmth throughout the bathroom. Especially designed arc reflects balanced heat. 1,000 watts. \$26.95 list.



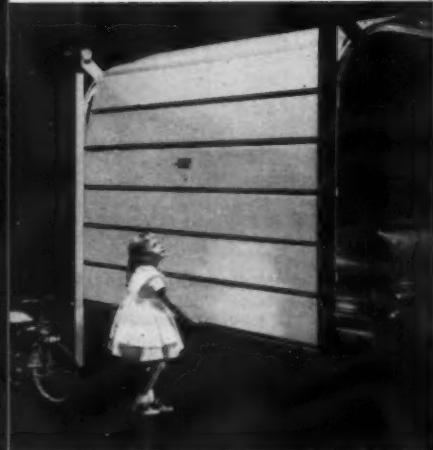
CEILING HEATER PLUS FAN PLUS LIGHT

← Model 909-11 Heat-A-VentLite. Three bathroom conveniences for the price of one... a heater plus an exhaust fan plus a light. The only ceiling fixture of its kind with two blades... propeller for circulating warm air and blower wheel to exhaust odors and steam. Enclosed heating element, 1475 watts to 1800 watts. \$64.95 to \$69.95 list.

NATURE QUALITY AT LESS COST

tapered track

plus full five year guarantee



One nudge—and the Berry sectional is up and over . . . thanks to the tapered track with adjustable roller brackets. Here is the quality feature found only on much higher priced doors—and one that helps sell prospects. It means easy opening, easy closing—without friction or wear. And always a snug, tight fit. Pre-assembled track mounting brackets make installation a cinch, too.

Check the dozen other exclusives and know why Berry sells more residential garage doors than any other manufacturer. And remember—only Berry protects you with a full five year guarantee. One-piece or sectional models. Window lites and trim optional. See your distributor or write: Berry Door Corp., 2400 E. Lincoln, Birmingham, Michigan. In Canada: Berry Door Co., Ltd., Wingham, Ontario.

Berry
STEEL DOORS

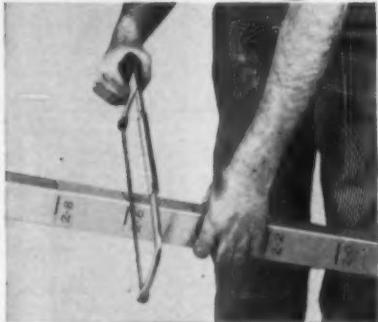
ALL NEW! / ALL PURPOSE



NO. 1430

**ONE FRAME FOR
ALL DOORS**
2'0" to 3'0" wide
6'6" to 6'8" high
1 $\frac{1}{8}$ " to 1 $\frac{1}{4}$ " thick
UP TO 100 POUNDS

POCKET DOOR FRAME **REVOLUTIONARY!**



UNIVERSAL—same set fits all applications! New universal header can be cut to fit any standard door opening in seconds with an ordinary hand saw. Slotted cutting points in header make it quick and easy, assure accuracy. Wood nailing strip for door is also marked for cutting.

LESS WORK...GREATER STRENGTH
New split jambs and studs have top mounting brackets, making it possible for you to nail them directly to rough header. This saves time and gives pocket greater rigidity. New pre-attached floor brackets assure precise, easy alignment of jambs.

NEW NO. 755 MICRO-DISC HANGER—positively eliminates troublesome adjustments! Exclusive new disc adjustment enables you to plumb door with an ordinary screwdriver, even after trim is in place. Door may be hung in track easily after hangers are installed.

Another Sterling First!

WRITE FOR LITERATURE

John Sterling Corporation

RICHMOND, ILLINOIS

See our catalog in Sweet's Architectural & Light Construction Files

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THE Opportunity PAGE

What kind of builder do you want to be?



That's a question you'll have to ask yourself as you read the report on the big new surge in building beginning on page 71. This is a time of change—full of dangers, full of opportunities. Here are ideas you can use *right now*.

"Your house should
sell itself"



Builder Bill Dawn is a man with ideas of his own, as you'll see on page 96. "Good ideas," you'll probably say.

Construction ideas in action

You'll see how to get a Bermuda-Roof effect with a new aluminum-surfaced panel. Very simple, very sightly. Page 13.

One sealant—many uses

See how a small New Jersey Builder uses it. Sticks to many surfaces. Good for remodeling and repairs, too. Handy. Page 174.



"What's new—What to do about it"

That's the heading of our new Time-Saver style news presentation beginning on page 33 of this issue. Our editors' constant aim sticks out all over it: to make everything in the book *relevant to you*.

Don't miss BUILDING WITH BRAINS on page 27

•

American Builder (originally "Carpentry and Building") with which are incorporated Building Age, National Builder, Permanent Builder, and the Builder's Journal, was founded Jan. 1, 1879. Name registered in U.S. patent office and Canadian register of trade marks.

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Boat and Motor, Courtesy B and H Motors, San Francisco

How CreZon Paid for My Boat



Tallwood Estates of Akron, Ohio, is one of the many users of a CreZon overlaid plywood—in this case Georgia Pacific Corporation's "G.P.X."

What's the connection between CreZon and my new rig? Real simple! With part of the dough I saved by building homes with CreZon overlaid plywood, I bought the new boat and motor.

I'd been looking for a siding material that looked like a million bucks yet didn't *cost* a million bucks. Finally, this plywood salesman persuaded me to use an overlaid plywood with this CreZon surface. He said it would cut waste, cut installation hours and knock down painting costs. Most important, he said I'd get a dandy looking job that would give my medium-priced houses a real sales edge.

And, he was dead right! I not only cut overhead, but sold every house *before* completion. Why don't you investigate the possibilities of a CreZon overlaid plywood? Ask your plywood supplier or write Crown Zellerbach, San Francisco, California.

Order CreZon from your plywood supplier under these brand names: Super Siding, G.P.X., Armorite, Duraply, Everside, Plyaloy, CreZon Overlaid Plywood.



CROWN ZELLERBACH

CREZON SALES

In Canada address product inquiries to Crown Zellerbach Canada Limited, Vancouver, B.C.

READER'S Guide FOR JUNE 1959

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Removability

makes the big difference



Smart Builders Equip Homes For Modern Living

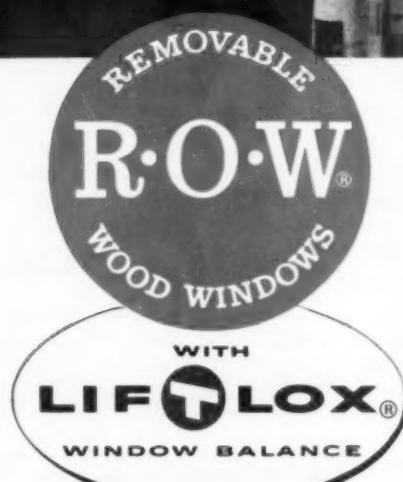
Your prospects *could* get by without removable filters for their vacuum cleaners. They *could* get by without the convenience of removable wood windows—but why should they?

If you don't offer R.O.W Removable Wood Windows with the "look of luxury" and better weather protection—you're risking loss of sales to a builder who *has* installed them.

Why *should* your prospects settle for less than the windows that look better, work better and last longer?

See your local lumber dealer or write—

R·O·W SALES COMPANY • 1301-6 ACADEMY AVENUE • FERNDALE 20, MICHIGAN



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Buy Fasco Ventilators

 Economical Installation

 Proven Dependability

 Exclusive Advantages



MODEL

657C

Here's everything wrapped up in one smart package... 120 watts of recessed, soft, abundant illumination... efficient ventilation to keep bathroom dry and odor free plus the gentle warmth of a capable heater.



MODEL

655C

For bath and utility room. Designed with the builder and contractor in mind because it's engineered to save installation time. Powerful ventilator plus 120 watts of ample soft illumination.

MODEL

650A

Absolutely the trimmest. Only 5½" high, fits inside 6" joist without protruding. Permits installation on shallow beam cathedral ceilings. No header necessary. Easiest of all to install.



Powerful, deluxe turbo-radial impeller for the most difficult exhausting jobs - by pressure through ducts. Develops pressures, unobtainable by ordinary fan blades. For ceilings or side wall installation.

MODELS 720A-1020A



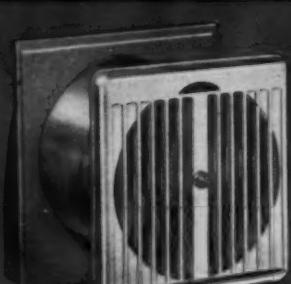
Ideal for ceiling installation, easy to install, attaches to standard 6" round duct when used with damper reducer. Exhausted through roof using Fasco roof jack. Additional framing not required for installation.

880A-1080A



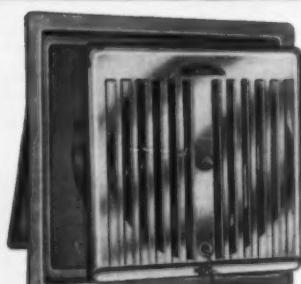
Gives automatic through-the-wall ventilation. Powerful pressure blades exhaust odors and vapors outward and downward. Weather tight damper opens and closes automatically. Model 888A illustrated has remote switch — Model 889A is chain operated.

888A-889A



Sturdy, low-cost, chain operated ventilator. Deep pitched fan blades remove odors, vapors and fumes. Ample overlap on outside door frame and inside tube makes flush finishing easy and neat in any type wall construction.

MODELS 847A-1047A



FASCO INDUSTRIES, INC.

North Union at Augusta
Rochester 2, New York

Please send me your new full-color catalog of Fasco range hoods and ventilators.

AB-659

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

AMERICAN BUILDER Impact



ANTIQUATED BUILDING CODES
article in AMERICAN BUILDER's March, 1958, issue (cover, above) has won the first-place plaque in *Industrial Marketing's* 21st annual Editorial Achievement Competition. (See letter below.)

AB wins journalism award

Congratulations! AMERICAN BUILDER has won the first-place plaque in the single article classification of the industrial publication category in *Industrial Marketing's* 21st annual Editorial Achievement Competition for Business Publications.

This year there were 555 entries in the competition. So you can see you had to be good to win. A group of 28 distinguished judges picked the winners in all-day judging sessions on March 26. I enclose a list of the judges and a complete list of the winners.

Leo Anderson, Managing Editor
Industrial Marketing
Chicago, Ill.

Commercial building

Our area here is building up at a tremendous pace, considering past efforts, government airport for jets, and government housing. There are no doubt a great many builders, here who would like to have a series run on duplexes and four-unit housing . . . auto courts, motels, etc.

Paul J. Bellet
Klamath Falls, Ore.

• You may be interested in the following stories from recent issues of AMERICAN BUILDER:

"Motels: a good way to put your eggs in another basket," Feb. '58, pp. 114-117.

"Eleven cost savers you can use to build a small courtyard apartment," Feb. '59, pp. 64-67.

"You can build this simple car shelter in less than a month," May '59, pp. 38H-38I (Western Section).

To give home as prize

In September of this year the Birmingham Association of Home Builders will hold its annual Parade of Homes. In order to make this year even bigger than previous years, we are contemplating giving away a home in the \$16,000 to \$18,000 price range.

We have noticed, from time to time, your home designs that are published as the top design of the year and we would be interested in the possibility of building one of these homes as our give-away. We would like you to forward us new designs or information that you would have along this line. . . .

W. Edward Lewis, Chairman
Parade of Homes
Birmingham Assn. of
Home Builders
Birmingham, Ala.

"Markets on the Move"

We are interested in your figures in the January 20 issue of AMERICAN BUILDER as quoted in the editorial "Building Markets Are on the Move." (Ed's note: the writer is referring to the Convention Daily published each year by AMERICAN BUILDER at NAHB's annual convention.) We notice that your researchers predict plus 112 per cent growth for the Lorain-Elyria, Ohio, area in the next five years.

What is that 112 per cent figure for housing starts based on? . . .

William G. Delahan
The Lorain Journal
Lorain, Ohio

• The figure, like all other figures quoted in the editorial, was based on exhaustive research of local basic data. In the case of the Lorain-Elyria area we received such information from the Lorain County Regional Planning Commission, the Lorain County Home Builders group, plus some general information from State sources. Similar data for our other building areas are contained in AMERICAN BUILDER's booklet, "Markets on the Move." A copy will be sent without charge to anyone interested.



" . . . And we'll throw in the wallpaper for nothing."

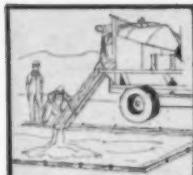
VISQUEEN

TRADE MARK

FILM

... like the reputations of builders who specify it—has been synonymous with the highest quality and reliability ever since VISKING COMPANY first pioneered specially formulated polyethylene for the special needs of the building industry

JOB TESTED AND PROVEN FOR PERFORMANCE AND ECONOMY



SUPERIOR UNIFORMITY OF THICKNESS for lifetime water vapor barrier under concrete slabs.



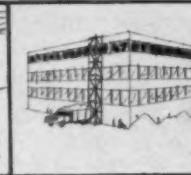
GET STRONGER CONCRETE WHEN CURING. Retains moisture in concrete. Eliminates spalling, dusting and cracking complaints. Light-weight to save time, labor, money.



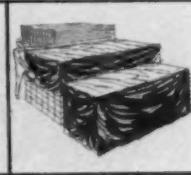
LIFETIME WATER VAPOR BARRIER on warm side of outside walls prevents paint peeling, saturated insulation, cuts maintenance costs.



GREATER BODY for permanent water vapor barrier in crawl spaces. Ends musty odors and excessive condensation in the building.



GREATER CLARITY AND STRENGTH to let light in—keep wind and cold out—keep crews working at top efficiency in comfort.



SEAMLESS WIDTHS through 32 feet for greater strength, more economy and versatility on all building jobs, including protection of finish lumber.

These VISQUEEN Film Features Help Sell Homes. Guard Builder Reputation. Cut Maintenance Costs and Give Better Value to Buyers. Look For The Trademark "VISQUEEN" Printed Every Foot On The Selvage For Your Protection. At Building Supply and Lumber Dealers Or Write Now For Complete Information.

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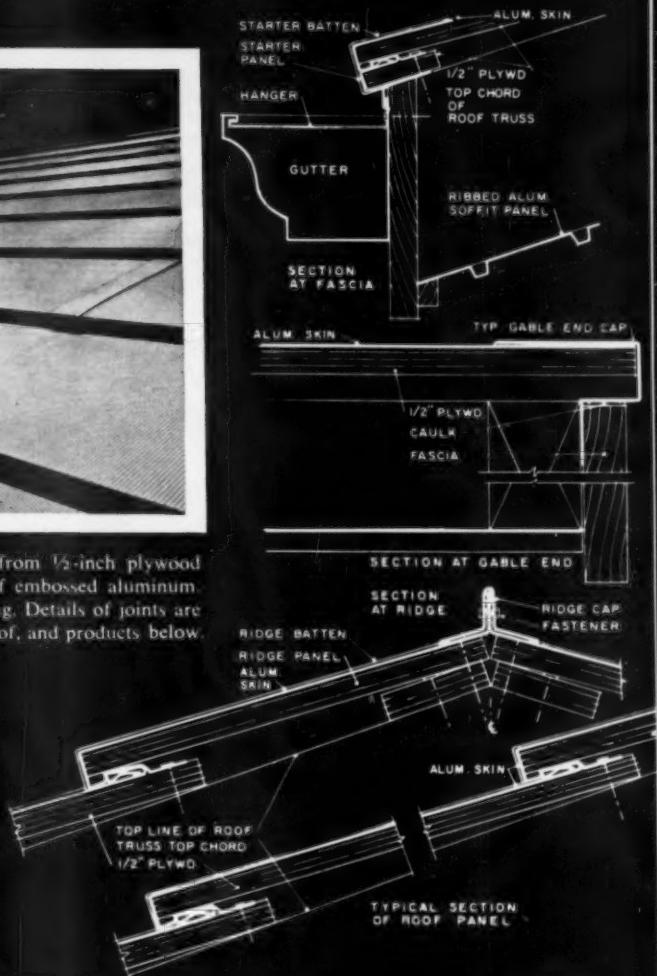
6733 W. 65th Street, Chicago 38, Illinois. Dept. AB-6
In Canada: VISKING COMPANY DIVISION OF UNION CARBIDE CANADA LIMITED, Lindsay, Ontario.
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CONSTRUCTION Ideas in Action

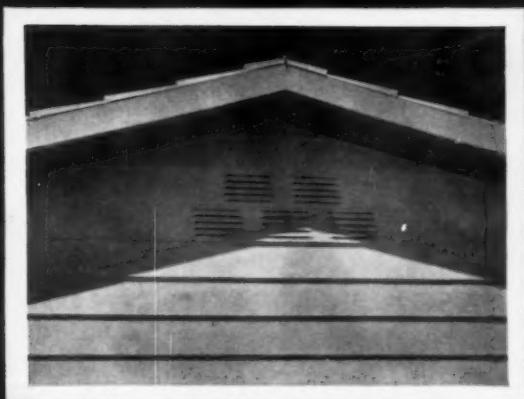


EXPERIMENTAL "BERMUDA ROOF" is made from $\frac{1}{2}$ -inch plywood panels, 8" by 16", covered with a prefinished skin of embossed aluminum. Panels can serve as both sheathing and finished roofing. Details of joints are shown in drawings. Kaiser Aluminum Co. designed roof, and products below.

Aluminum comes three steps closer to the home builder



ALUMINUM SOFFIT, also experimental, is nailed at wall and fascia. Ribbed construction requires no Outlookers.



GABLE ENDS are made from aluminum siding perforated for ventilation. Screening is installed behind vents.



CEDAR GIVES YOU AN EDGE!

You add that vital third dimension—thickness—to your roofs when you use genuine red cedar shingles. This is the roof that says quality . . . clearly, emphatically . . . with enduring good taste.

Applied three layers thick, a cedar shingle roof adds a bold note of texture up where it shows, up where it counts. In all kinds of climate, on all kinds of architecture . . . the roof of cedar is the best-looking, longest-lasting, quality investment you can make.

Give yourself an edge! Make your next roof a cedar shingle roof.

RED CEDAR SHINGLE BUREAU

5510 White Building, Seattle 1, Washington
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For complete application details on cedar shingles and cedar shakes, see your Sweet's File . . . or send coupon . . .

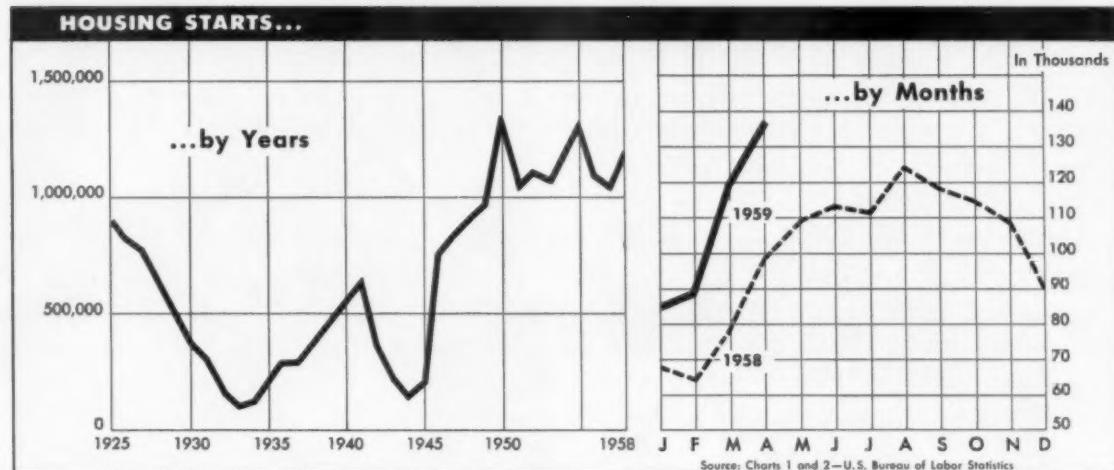
Name _____

Firm _____

Address _____

City _____ Zone State _____

THE Pulse OF BUILDING



Source: Charts 1 and 2—U.S. Bureau of Labor Statistics

Interpretations:

1

TOPPING BANNER April figure of 1950 and 1955, April starts hit 137,000. This continues the seasonally adjusted annual rate at 1,440,000. Of the April starts, 132,200 were privately-owned units.

Record-shattering April starts (even above the top years, 1950 and 1955) reflect the strength of the home-building industry. This strength is also indicated by dollar volume for private new construction. The Jan.-April total of \$10.7 billion was a new record, mainly due to a 29 per cent advance in residential building (to \$6.1 billion) over the same 1958 period. Some types of private non-residential construction also showed strength. But, office building was off 9 per cent in the first four months, and industrial building outlays hit the lowest Jan.-April level since 1951.

15 LEADING HOME BUILDING AREAS

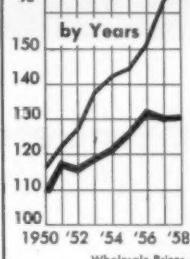
Dwelling units built in Metropolitan areas during January. (BLS)*

	Units	% Change 1958-59
New York	7,881	+162
Los Angeles	6,231	-7
San Francisco	2,101	+51
San Diego	2,088	+10
Chicago	1,835	+18
Seattle	1,782	+160
Phoenix	1,489	+96
Philadelphia	1,391	+60
Washington	1,356	-16
Miami	1,127	-13
Atlanta	1,072	+52
Detroit	1,061	+6
Baltimore	744	-34
Denver	648	+7
Birmingham	627	+31

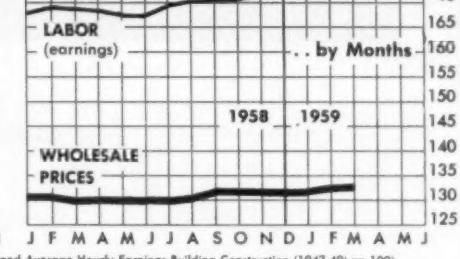
* Based on building permit reports and estimates for nonpermit issuing parts of these areas.

BUILDING COSTS...

by Years



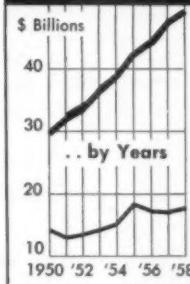
... by Months



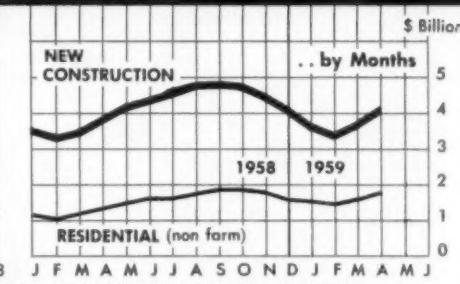
2 **FALLING OFF SLIGHTLY**, hourly earnings in March were at 174.1, compared to the 174.6 February figure. (As AMERICAN BUILDER went to press, no figures were available for the wholesale price index.)

CONSTRUCTION ACTIVITY...

.. by Years

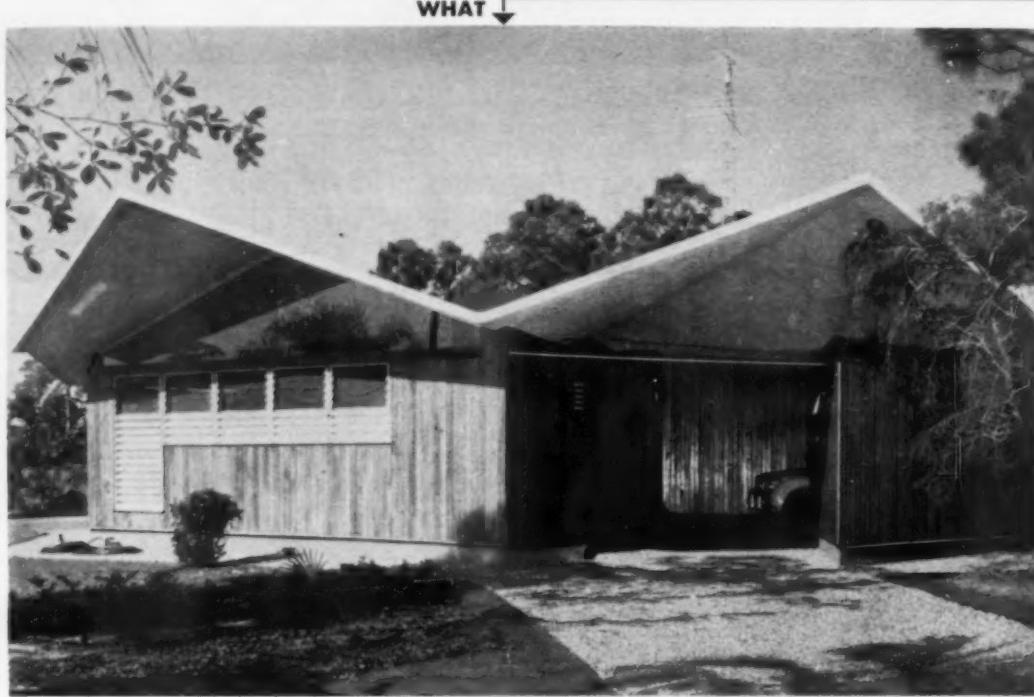


.. by Months

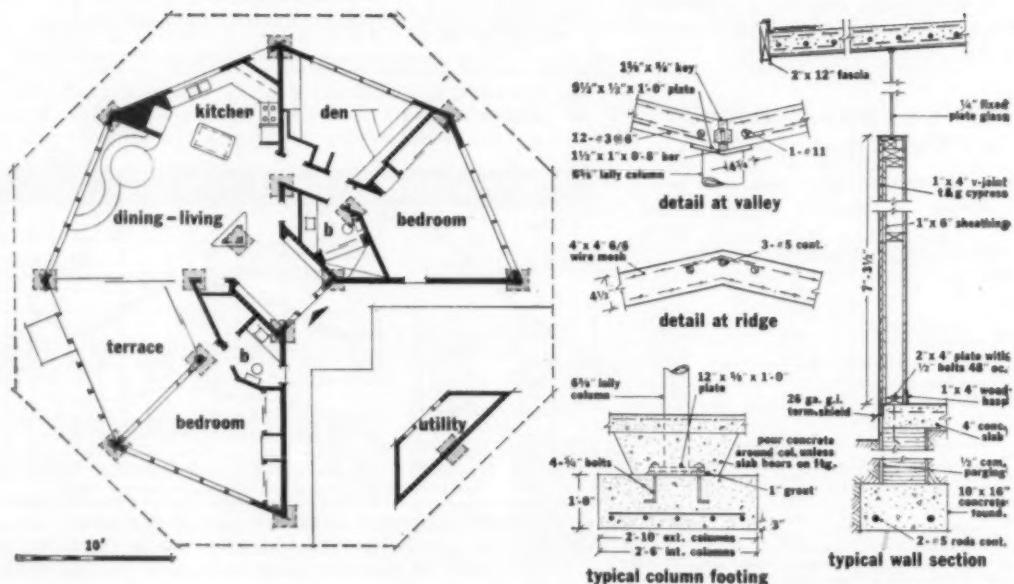


3 **A NEW MONTHLY HIGH** for April of \$4.2 billion was spent on total new construction. The April figure was up 15 per cent from last April, while the 1959 four-month total was 13 per cent above 1958's.

Tomorrow's HOUSE

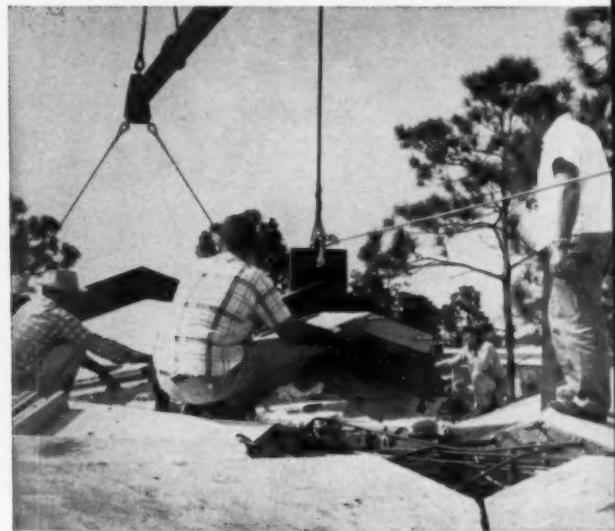


Formed concrete: a simple approach to





EIGHT SECTIONS of this folded-plate concrete roof were cast in layers—four to a form, separated by Visqueen polyethylene film. Seven-bag mix was used. Lightweight aggregates helped minimize weight of the roof.



AFTER CURING—concrete attained strength of 3,750 p.s.i. at 28 days—sections were hoisted into place by crane. Weighing 88 tons, the roof is supported by 15 lally columns which rest on concrete pads (see drawings, left).

complex design

Wood is generally considered the easiest-shaped building material. But here's a case where poured concrete turned a complex job into a relatively simple one.

The roof of this eight-sided "futuristic" house would be a framing crew's nightmare. Instead of a pitch roof's two planes, or a hip roof's four, this roof has sixteen planes. And, since each section is triangular, rafters would have to be of many different lengths.

On this job, R. W. Wood Construction Co., of Naples, Fla., built forms at the site. Roof sections were poured, allowed to cure, then lifted into place by crane (see photos).

Besides simplifying a complex framing job, the concrete serves as both frame and decking.

BEFORE FINISHING (with three coats of waterproof paint) joints were filled with expanding-type grout, flashed with plastic. Total roof area is 3,200 sq. ft. Structural consultant on the job was I. W. Morris, Atlanta, Ga.



NOW! Take the *Labor* out of basement window installation



KEWANEE HOPPER VENT
BUCK WINDOW

with
kewanee
"BUCK"
WINDOWS

(STEEL BASEMENT WINDOWS WITH
BUILT-IN POURING FORMS — NO SEPA-
RATE WOOD OR STEEL BUCKS REQUIRED!)



**BIG LABOR
SAVINGS!**
•
**EASY TO
INSTALL!**

FOR CONVENTIONAL & "WALK-IN" TYPE BASEMENTS

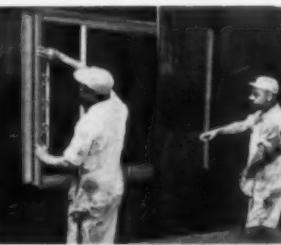
The new Kewanee line of "Buck" Windows offers builders and concrete contractors a real opportunity to improve basement design and construction, and cut down on labor costs. Installation is fast — just position buck window against wall forms, level and nail. There are no clumsy, heavy steel bucks to handle . . . to strip, clean, oil, store or haul around. No wood bucks to build. All units are comparatively light in weight, available for a full range of wall thicknesses.

THE KEWANEE "BUCK" LINE INCLUDES . . .

- STANDARD 2-LITE WINDOW — Project builders report savings of \$3 per opening.
- LARGE WINDOWS FOR "WALK-IN" BASEMENTS — Big selection (Hopper Vent, Slider, Ranch and Casement types). Units feature the same fast, labor saving installation.
- NEW! KEWANEE BLOCK BUCK WINDOW — Standard 2, 3 or 5 block high.
- BUCK DOOR FRAME — Installed as quickly and easily as any buck window.



KEWANEE STANDARD 2-LITE
BUCK WINDOW



KEWANEE SLIDER BUCK WINDOW



KEWANEE BLOCK BUCK WINDOW



KEWANEE BUCK DOOR FRAME

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Please send "Buck" Window literature for

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SEE YOUR DEALER OR WRITE TO . . .

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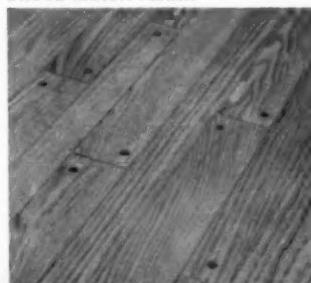
659 ROMPEL AVE. • KEWANEE, ILL.

"Our 40th Year Making Quality Building Products"



Photo by Hedrich-Blessing, courtesy United States Gypsum Company

BRUCE RANCH PLANK



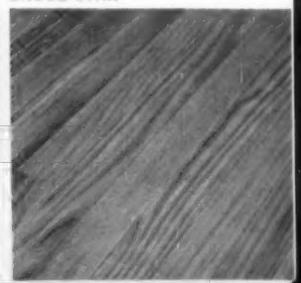
BRUCE UNIT-WOOD BLOCKS



BRUCE FIRESIDE PLANK



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Choice floor over concrete

Here's a floor that makes something beautiful and comfortable out of a concrete slab . . . at minimum cost. Bruce Laminated Blocks are fabricated from three plies of tough-grained Southern Oak, bonded together with heat and pressure in a highly stable unit. Installed in Everbond Mastic on concrete, plywood, or other level surface, this flooring gives a lifetime of trouble-free service.

For beauty, Bruce Laminated Blocks are given the famous Bruce factory finish that saves on-the-job finishing time and expense. Write for color booklet. See our catalog in Sweet's.

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Naturally Beautiful

"Yep, that's your sales curve, pal"

Bird Wind Seal Shingles won't sell your houses for you... but they will show the world you make a quality house. Everybody sees Bird Wind Seals advertised in The Saturday Evening Post. Everybody likes 'em because they don't blow off. Ask your Bird representative for a demonstration and model home sales aids, then watch your sales! Bird & Son, inc.



EAST WALPOLE, MASS. • CHICAGO, ILL.
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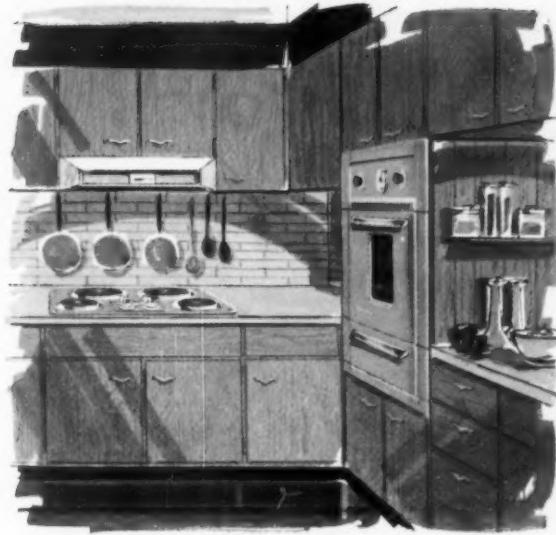
BEST FOR YOUR ROOF

BIRD
Wind Seal Shingles

FOR \$10,000 HOMES



\$14,000 HOMES



\$18,000 HOMES



AND HOMES OVER \$20,000



suburban BUILT-IN RANGES

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Regardless of the price homes you build, you can include the sales power of Suburban and offer prospects all 36 of the features most women want in a built-in range. Here's real quality at a price you can't beat! *Plus* — models available in both *gas* and *electric* to fit same size cabinet opening — *interchangeable*. Get your value-packed price from your local distributor. Send coupon today!

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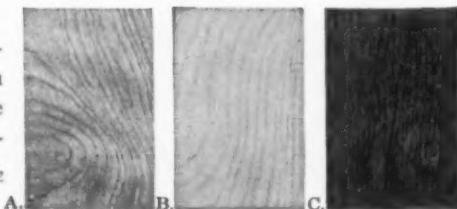
Now-YOUNGSTOWN NEW WOOD



AUTUMN BIRCH SHOWN

Fruitwood, Honeywood, Autumn Birch,
Sandalwood on today's finest cabinets

Autumn Birch (shown above) is just one of 4 beautiful new kitchen fashions presented by Youngstown Kitchens, masters of kitchen cabinetry. Here are handsome wood fronts on basic steel cabinets, including mar-proof laminates that resist heat, water, scratches, steam and stains.



Look! 3 beautifully grained wood styles in addition to Autumn Birch:
A. Honeywood,
B. Sandalwood,
C. Fruitwood.

KITCHENS presents FASHIONS

Now you can
show glamorous
Youngstown Kitchens
Fruitwood
in your model home
and offer 3 alternate
wood styles and
1 steel style at no
additional cost! New
SNAP-ON DOORS...

1 BASIC STEEL FRAME
...take the risk out of
home sales by offer-
ing home buyers
a wide choice of
kitchen styles.



QUICK, EASY INSTALLATION... CABINETS HANG ON WALL... DOORS SNAP ON!

- Don't risk home sales on just 1 kitchen style! Finalize more sales with wide choice of wood or steel fronts.
- Finish your home starts with basic steel cabinets in kitchens... just snap on choice of door and front style as home is sold.
- Show Fruitwood in your model... offer choice of

Honeywood, Autumn Birch or Sandalwood wood fronts; Monterey Beige steel front...at no extra charge to home-buyer!

- Immediate delivery from over 80 convenient distribution points.

American-Standard, Youngstown Kitchens Div.
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Please rush me complete information on your new
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YOUNGSTOWN KITCHENS DIVISION

FOR TOP QUALITY HOMES USE

Water-Repellent

Treated Siding

● You will find it easier to sell customers who demand top quality homes if you use Weyerhaeuser 4-Square Water-Repellent Treated Siding. A special treatment given all surfaces of Weyerhaeuser 4-Square Water-Repellent Treated Siding lines the walls of surface cells with a material that resists water penetration. Other chemicals included in the process repel or destroy insects, and protect against stains, molds and decay-forming fungus.

This new product brings to your homes all the beauty, workability and time-tested quality of good wood siding plus better performance and longer life.

When you use this superior product, you add a valuable selling point that will appeal to discriminating home buyers.



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4-SQUARE®

LUMBER AND BUILDING PRODUCTS



Attractive modern exteriors will retain their beauty when they are finished in Weyerhaeuser 4-Square Water-Repellent Treated Siding.



Takes less paint... Looks better longer

Treated siding offers a better base for paint coverage and paint retention. Application of two coats on treated siding gives approximately the same performance as three coats on untreated siding. Paint flows on more smoothly, too.

Weyerhaeuser 4-Square Water-Repellent Treated Siding needs no special protection on the job. It can even be left unpainted until the house is sold, giving home buyers full choice of color . . . and simplifying your scheduling of painters. The improved stability resulting from the treating process helps retain snug joints and tight laps.

Ask your Weyerhaeuser 4-Square Lumber Dealer for full information on this superior product. Use it to give your customers more satisfactory homes with low upkeep and long life.

Weyerhaeuser Sales Company

FIRST NATIONAL BANK BUILDING • ST. PAUL 1, MINNESOTA



Here are the biggest 112 square inches in air conditioning... the revolutionary panel that gives new mastery of indoor climate!

NEW CARRIER CLIMATE CENTER

There's something masterful about flipping switches and turning knobs. And then feeling and seeing how your air conditioning responds. That's part of the mastery you can give a prospective homeowner with the revolutionary Carrier Climate Center.

But on this 8 x 14 inch satin aluminum wall panel (which mounts between studs), he also sees what the weather is outside—and what it will be tomorrow. Here he sees how his Carrier air conditioning system is operating. These things, too, make up the new mastery he has in a Carrier Weathermaker* home.

Now he can custom-tailor indoor climate to the preferences of his family. He can also operate his system more economically. For example, in winter a timer can be preset to lower the indoor temperature automatically during sleeping hours. There's also a signal light† to show when filters should be replaced.

Wouldn't you like to give your prospective homeowners this new experience in comfort, health and cleanliness—and at a budget price? You can with the 63D Universal Weathermaker. It's a complete central cooling system in a single compact cabinet. Installed outdoors, it supplies conditioned air by a short duct through the wall to a plenum atop the furnace. Needs no water or refrigerant piping. Costs hundreds of dollars less than conventional systems.



The Universal Weathermaker can be installed in homes with wet heat, too. Inexpensive prefabricated ducts distribute the air.

See your Carrier dealer for details, technical assistance, promotional support and merchandising programs. He's listed in the Yellow Pages.

MORE PROOF OF
BETTER AIR CONDITIONING FOR EVERYBODY



*Reg. U.S. Pat. Off. †Optional



House hunters come back to this model home!

. . . the women remember those gas top burners, equipped with the newest "burner with a brain"—the FLAME SET*.

There's a big difference between the old and this new FLAME SET "burner with a brain." With the old type, the flame starts and continues at *full height* until the pan heats to the preset temperature. Try it! Result? Scorching in small and in non-aluminum pans.

With this new FLAME SET "burner with a brain,"

women can now tailor the flame to fit the pan size: small pan . . . small flame—BIG pan . . . BIG flame! Women remember this selling feature.

Far superior to the old style "burner with a brain," the FLAME SET doesn't increase the cost of the unit! Before ordering built-ins, make sure they're equipped with FLAME SET—the modern "burner with a brain."

It's a sales feature that will be remembered by your house-hunting prospects!

*TRADEMARK

For complete FLAME SET information, write to Robertshaw Thermostat Division, Robertshaw-Fulton Controls Company, Youngwood, Pa.

VMA ETOS-B

Robertshaw



BUILDING WITH Brains

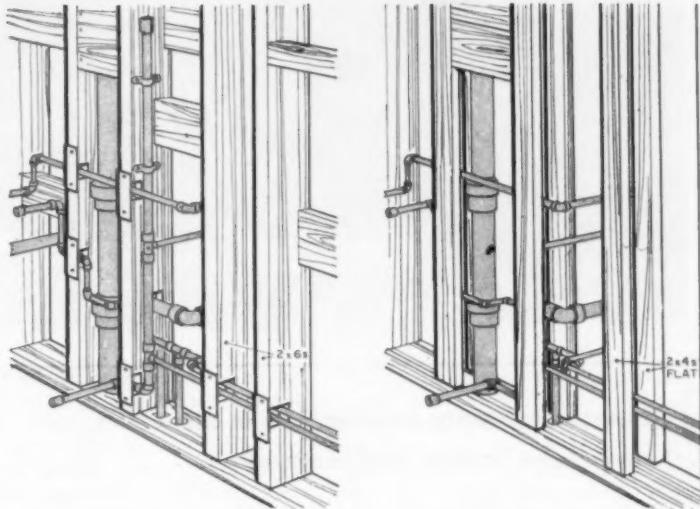
Frame your plumbing walls with 2x4's this way.

They provide a natural plumbing chase, eliminate notching

This method of framing a plumbing wall lets your plumber work faster and more efficiently, and brings you benefits too.

Kenneth W. Boerner, of Detroit's Hotchkiss Construction Co., uses flat-wise 2x4 studs in his plumbing walls, instead of the usual 2x6's (see drawings, right). Where necessary, opposing 2x4's are tied together with 1x6 scrap.

Results: Since a natural plumbing chase is created, the studs won't have to be notched; the plumbing goes in faster and the studding isn't weakened. Also, since the plumbing will go further inside the wall than usual, there's much less chance of nails being driven through it during installation of wall finishing.

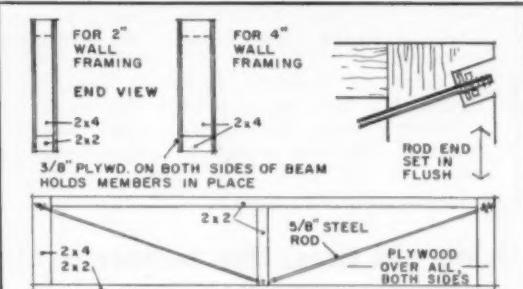


Install sill with bolts attached

Here's an idea that will save you a lot of time by greatly simplifying the installation of sills.

Ordinarily, anchor bolts are set individually into wet concrete. Then, holes are marked in the sill. The sill is put on after the concrete has set (assuming, of course, that both holes and bolts have been properly spaced).

The Jacobson Construction Co., Sacramento, Calif., speeds up this operation by using the method shown above. They attach the anchor bolts to the sill, position the sill while concrete is still wet.



Box beam gets its strength from a 5/8-inch steel rod

Here's a built-up box beam that gets added strength from a steel rod built into it.

Kansas City Builder Arthur N. Nelson uses beams of this type over wide openings where no great load is encountered—i.e., wide closet openings.

The beam differs from others recently publicized in that it's stiffened by a $\frac{5}{8}$ -in. steel rod instead of a nail-glued plywood skin. Used in thin walls, the beam is made with 2x2 chords. But Nelson advises 2x4's for thicker walls or heavier loads.

(Editor's note. Since no standard load data is available, an architect or engineer should be consulted for exact load and span limits.)

This builder saves time, eliminates notching, by nailing corner bracing right over the insulated sheathing



This Chicago-area builder—Martin H. Braun—bypasses the problem of letting in the corner bracing for his brick veneer houses. He simply nails the diagonal bracing strips over the insulated sheathing (see photo, at left).

Notching is undesirable

As touched on in the plumbing-wall item on the previous page, notching of framing members is not desirable. It's time consuming, and (if carelessly done) can dangerously weaken the members. Also, FHA/VA-financed jobs can be held up if the amount of notching exceeds the cutting limits set by those agencies.

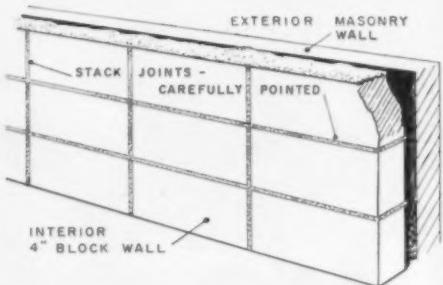
Exposed-masonry interior wall is attractive, saves time, money and materials

You can save time, money and materials by leaving masonry walls exposed inside. (This eliminates furring out and putting up wallboard.)

Community Builders, Silver Springs, Md., uses that approach wherever possible. They lay up four-inch concrete blocks in

stacked bond. (As this is weaker than common bond, reinforcing mesh is used.) They then rake the joints deeply, for a shadow effect, paint the blocks.

Where necessary, "U" value can be built up economically with pour-in insulation. (See Cost Saver, on page 178.)



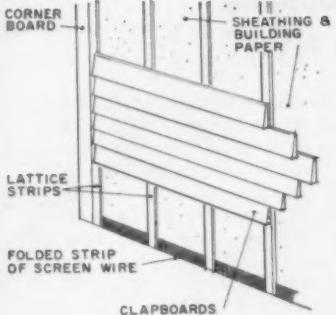
Using old tires, this builder avoids damaging the pavement when he moves heavy machines across a highway



When his heavy equipment has to be moved across a highway, builder Harry J. Miller, Sarasota, Fla., lays a double track of old tires on top of the road, as shown in the photo (left). The machines ride across over the tires without damaging the pavement. The result: less trouble with local authorities.

Tires can save you time

This idea can also be a great time saver, since it will enable you to move heavy equipment into a development after you've completed roads, sidewalks and curbs. The pavement won't be damaged, so you won't lose any time repairing broken concrete.



Air space prevents paint failure on wood siding

It's easy to prevent paint blistering on clapboard siding. Here's how Richard A. Johnson, builder, Portland, Conn., does it.

As shown above, he nails vertical lattice strips onto the sheathing. Clapboards are nailed to these strips, leaving a space between siding and sheathing. Air circulates in the space, carries away moisture before it can saturate the wood.



New system uses precast concrete panels, slotted blocks to cut construction time

Concrete buildings go up as much as 75 per cent faster with this new method of construction.

The system employs slotted concrete blocks. These are used to build corner, center, or partitioning columns, as shown above. Precast

panels are inserted into the slots to form the walls.

Designed by Shaffer Block Works, Somerset, Pa., this patented system can also be used in building retaining walls, swimming pools, and other such structures.



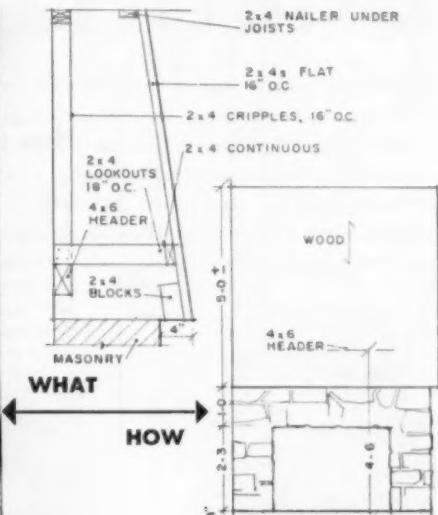
Unique fireplace saves the builder money, appeals to buyers

Here's an idea that will save you both time and materials in the construction of masonry fireplaces.

Leo Shanahan & Sons, California builders, run the facing stone just high enough to frame the fireplace

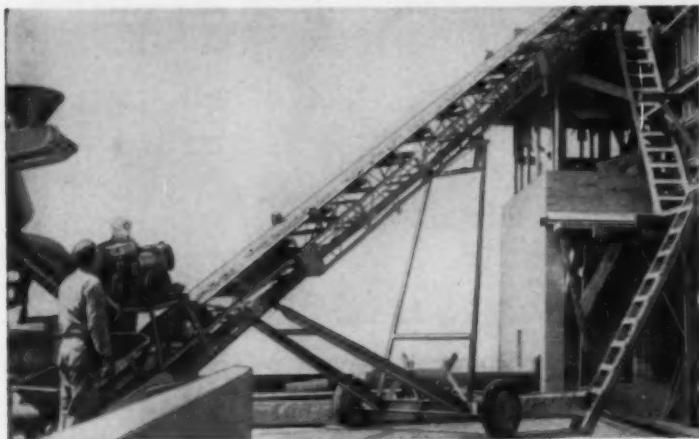
opening. Then they simply build a hood that extends up to the ceiling, as shown above. The hood requires only two pieces of plywood. (Ash was used in this case.)

While saving money for the builder,



this method will add sales appeal to the house. Buyers will find this type of fireplace much easier to clean than an all-masonry fireplace. Also, the wood paneling will enhance the room's interior decor.

This machine, working on the conveyor principle, simplifies the problem of raising concrete above the first-floor level

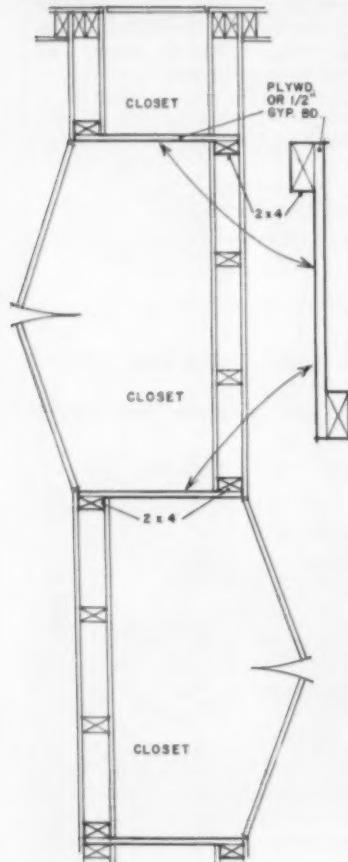


You can save money by using this piece of equipment, especially if you do commercial construction.

Many builders are faced with a recurring need to raise concrete above the first-floor level. To simplify this problem, they often turn to machines like the one pictured at left. (Some builders rent them; others buy them outright.)

This machine can raise concrete to a height of 26 feet. Capacity is 40 yards per hour. The machine, made by the Fairfield Engineering Co., Marion, Ohio, is powered by a 12.5-HP Kohler engine equipped with a lever-operated clutch.

"Single-skin" divider is economical, easy to install



Builders of low-priced homes (like those under FHA Sect. 203-1) will find this tip a big help in trimming costs to the bone.

Builder Bob Schmertz, of Lakewood, N. J., uses panel dividers for

all of his inside closet partitions (see drawing, at left). "Single-skin" partitions of this type are faster to install, and are much more economical, than those built with conventional stud framing.

How to promote drainage of window wells

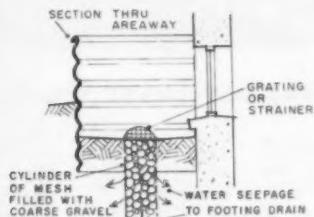
Here are two ideas to help you prevent damp basements.

During heavy rains, gutters and downspouts sometimes overflow. The overflow finds its way to window wells, where it eventually runs into the basement.



To facilitate window-well drainage, Marty Braun uses a couple of lengths of vitrified tile to carry the water to a drain. This eases hydrostatic pressure on the walls, helps prevent damp basements if the bituminous wall seal should fail.

To attack the same problem, Cooperative Home Builders (Elmhurst, Illinois) uses a tube of chicken wire instead of tile.





GUARANTEED PREMIUM SHEATHING

No more storage problems! No more piece-meal deliveries and other costly construction delays! This premium sheathing—made by Georgia-Pacific—can be stored outdoors without regard to weather conditions. In fact, it's guaranteed against delamination and mold up to one year!* Use this superior plywood for all your sheathing

applications—wall sheathing, roof decking, subflooring, etc. You save time, and speed work in any weather—at a cost of only pennies a panel more. All standard sizes—5 thicknesses. Edge-sealed panels are packaged in steel-strapped bundles, 25 inches high, for easy handling. Georgia-Pacific Corp., Equitable Bldg., Portland 4, Oregon.

*Georgia-Pacific guarantees G-P Premium Sheathing against delamination and mold for 12 months when stored outdoors off the ground, tarpaulin-covered; or for 6 months, uncovered.

Remember, men -
It's Georgia-Pacific
premium sheathing
that carries a
written guarantee!



New Metal Gas Vent By Van-Packer



Double-wall vent with inter-locking joints for easy assembly

The best performance features of air insulated gas vent systems are incorporated in the new Van-Packer system: (1) Unbroken air movement from draft hood to cap (2) Gas tight joint construction (3) Safety through low wall temperatures.

The Van-Packer gas vent is strong too. The outer wall is durable 28 gauge galvanized steel. Inner wall is .016 inch aluminum.

As far as assembly goes, you need nothing — no tools, just push-snap-twist. Joints are smooth, too. No sharp edges or corners to cut fingers or tear gloves.

Van-Packer gas vent pipes and fittings meet all gas venting situations, building and code requirements. The round vent pipes are sized from 3 to 20 inches in diameter and the oval pipes are in 4 and 5 inch sizes. UL listed for Type B and Type BW service.

Only Van-Packer, world's largest manufacturer of flues, offers you Metal or Masonry Gas Vents, All-Fuel Masonry Chimneys and Prefabricated Refractory Smoke Stacks. Write for Gas Vent Catalog MGS-34-12.



Attractive Van-Packer cap is new symbol of quality in metal gas vents.



28 gauge galvanized steel outer wall and .016 inch aluminum inner wall.

VAN-PACKER

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Van-Packer Co. 1232 McKinley Ave., Chicago Heights, Ill. • Skyline 4-4772

WHAT'S NEW AND ► WHAT TO DO ABOUT IT

Remodeling is a big market

Most remodeling work consists of alterations, a recent AMERICAN BUILDER survey shows. A close second: additions.

Almost half of the builders replying said most of their remodeling jobs were alterations. About a third said most jobs were additions.

Only a tenth of those surveyed said they do maintenance work.

Note: 65 per cent of builders replying do both home building and remodeling.

► Take a look around your area. You'll see dozens of remodeling jobs waiting to be done. (For a full report on the above-mentioned survey, write: Research Dept., AMERICAN BUILDER, 30 Church St., New York 7, N. Y. Also, watch for next month's special remodeling issue.)

"Rent-buy" plans aid sales

"Try-before-you-buy" plans are growing in popularity. Builders who offer such plans generally allow "tenants" to apply money paid in rent towards a down payment, any time during run of a lease.

► Set aside a few new houses for a "rent-buy" plan. Builders say the plans convince many prospects who aren't quite sure they want to own a house.

Service clubs reduce call-backs

One of the hottest ideas to sweep the country in a long time is the "all-purpose" service club, whereby home-owner members can dial a single telephone number—and get the services of tradesmen in any branch of the home repair field. More and more builders are finding it cuts down on calls to their offices when repair problems appear after a house is a year or two old.

► Follow the lead of builder Eddie Richmond of Chicago. He lined up some 300 contractor affiliates with 800 trucks and 2,200 employees. Members of his "Mr. Service Club" are charged \$7 per year which entitles them to

service 24 hours a day including holidays. Credit arrangements are made for maintenance and purchase of a wide variety of home equipment and materials.

Outdoor lighting becomes a sales aid

Dramatic outdoor lighting of your model home can set the stage for increased sales, says Richard Kerwin, lighting engineer of Pyle-National Co.'s Steber division. The secret, he maintains, is to keep the lighting soft and subtle.

► Some tips from Kerwin: try outdoor lights in different arrangements before mounting them. Keep the light beam out of viewers' eyes by careful use of shading, height of placement. Don't "whitewash" the garden with too many lights; use low wattage. Try colored lenses, but stay away from unnatural blue light; greens, reds and yellows are best.

Wanted: homes for live-alones

Census bureau figures show that the one-person household increased by more than 50 per cent from 1950 to '58, a gain far greater than that registered by any other classification.

► Make a survey of your market. Are there a lot of retired persons, elderly live-alones, bachelors and bachelor girls? If so, consider putting up some small homes, one-bedroom apartments. Retired persons, particularly, are good bets for such units. Growth of savings and pension plans have given them the opportunity to maintain their own households.

"Prime" rate up; tighter money seen

The cost of borrowing money began moving upward again last month when leading commercial banks across the country raised their "prime" rate to 4½ per cent. (Prime rate is the fee charged by these banks to biggest borrowers with the best credit ratings.) As AMERICAN BUILDER went to press, it was

WHAT'S NEW AND ► WHAT TO DO ABOUT IT

anticipated that the Federal Reserve would also up its discount rate. This would continue the Administration's "anti-inflation" tighter-money policy, re-introduced when the recession began to ebb.

Americans take the plunge

In 1948, there were 10,700 swimming pools in the USA. By early 1958 there were some 133,000—87,500 privately owned. One forecast: 63,000 more in '59.

► If you're a developer—and haven't yet got your feet wet—take a look at the community pool idea (see page 90 for a good beginning). Whoever you are, be cocked and primed on sizes, styles, types, costs, building time. Clip ads, write for literature. And keep an eye on *indoor* pools.

How to sharpen your management skills

With building calling for more business-management savvy (see "Markets on the Move," pp. 71-90), you might be wise to look into the course of study workshops being expanded by the Small Business Administration. The courses are conducted at local colleges and other educational institutions in a growing number of cities. Topics cover "administrative management problems" of interest to small builders and other small businessmen; e.g., marketing, research, selling. Typical course runs ten to 12 weeks, one night a week, 2-3 hours a night. Cost: \$35-50.

► Next courses begin in September. For information on the course nearest you, consult your local SBA office, or write to Office of Management and Research, Small Business Administration, Washington 25, D.C.

How far? How saleable?

How far are your houses from downtown? How long does it take to commute? And how much does it cost? These are the three most important factors to home buyers when deciding on a home in the suburbs, according to a recent nationwide survey by the National Assn. of Real Estate Boards. Findings: buyers won't commute more than 40 miles or 60

minutes each way. And they won't pay more than \$45 a month for commutation.

► Look for land near freeways and limited-access highways (see story on "How our new highway system can be your opportunity tomorrow," May AMERICAN BUILDER, pp. 29-31). If you are building in choice commuting spots, stress this in your advertising.

Builders use suppliers' selling aids

More than half the builders replying to a new AMERICAN BUILDER survey do. "We use product displays in basements, garages, and the house next door to the finished sample homes," says I. H. Hammerman II, of S. L. Hammerman Organization, Inc., Baltimore. Common survey response: "We can't afford to make our own."

► Ask suppliers what merchandising help they provide, ask their salesmen for demonstrations. Get a copy of "Merchandising Catalog for Home Builders" ("the home builder's central source for manufacturers' merchandising and sales aids") from: Producers Council Inc., 2029 K St., N.W., Washington 6, D.C., or National Assn. of Home Builders, 1625 L St., N.W. Washington 6, D.C. Also, read AMERICAN BUILDER's current series on builders who profited by teaming up with manufacturers.

New-type "public housing"

Opponents of public housing can take heart from what's happening in Hartford, Conn. A private builder, the chamber of commerce, a savings and loan association and the city are co-operating to build a Section 221 housing project.

Here's how the program works. A nonprofit corporation, formed by the chamber of commerce, leased land from the city on which a private builder, I. R. Stich Associates, will put up garden apartments. Financing is through a savings and loan association. Ownership of the buildings reverts to the city after the construction mortgage is paid off.

Advantages: the city provides needed housing without borrowing money, collects taxes on the property. And construction is by a private builder.

"My market moved away, but I found new ones"

C. Irwin T. Johnson is a builder on the move in an ever-growing, ever-moving market. A few years ago he found his market was shrinking. Most of the land in his area (North Hollywood, Calif.) was already built up. And what was left was being taken over by big developers. Johnson looked around and found new opportunities waiting in commercial building and other contracting work. Here's how this far-sighted contractor met the challenge of a changing market.

In the late 1940's C. Irwin T. Johnson built his own home—doing most of the work himself. By 1950, so many people had asked for his help on their homes that he took out a contractor's license and began to build houses professionally.

Today, Johnson has branched out into the commercial field. He has built a church and some small apartments, and has gone into the swimming-pool field in a big way. He's a builder on the move in an ever-moving, ever-growing market.

His progress from small home-builder to all-around contractor didn't just happen. It resulted from some well-planned moves—made at a time when his new-home market was shrinking.

When Johnson moved to the area in the late '40s, the new-home field was wide open. But by the early '50s, the eastern part of the San Fernando Valley (in which North Hollywood is located) was invaded by big developers. Johnson found it difficult to compete with their no-down-payment financing. And, as the area became built up, the real estate market moved into the west valley where big operators again took over.

It was then that Johnson looked

around and decided that his future lay in developing other building opportunities.

During 1956, in addition to erecting 12 homes, he built a church and a small commercial building. Most important, however, he got into the swimming pool business, building 120 of them that year.

The pool business proved to be a big one. During 1957 and 1958 he built over 100 pools each year. He now employs four salesmen on pool work and has established quite a reputation in the Valley for his Vanlig pools. Vanlig means friendly in Swedish and he uses the term in all of his work.

Most work subbed out

Since most of the pool work is in the Spring and Summer, Johnson is always on the lookout for other jobs. In 1957 and 1958 he put up several apartment buildings and two more churches, one of which was an addition. The two church jobs amounted to over \$250,000.

Johnson estimates that some 60,-

000 churches will be needed nationally during the next 10 years. Since Southern California is behind the national average in churches per capita, he expects a lot of them to be built in his area.

Johnson subs out all trades except plumbing; he keeps a plumber on his payroll because there's so much for him to do in connection with the swimming-pool work such as assembling filters.

On church work he runs carpentry crews; but on miscellaneous houses, apartments, etc., he subs out the carpentry.

Johnson's predictions: there will be more and more apartment construction because of high land and development costs that make it difficult for builders to put up low- and medium-priced houses in the valley. Also, he believes a big market for commercial buildings and schools, as well as churches, is inevitable with the expanding population.

The decision Johnson made in the early '50s is leading to a bright future. It's one which many other builders—faced with a changing market—should consider.

ALTHOUGH still a home builder, Johnson thinks more apartments will be built because land and development costs for low- and medium-priced houses are too high.



CHURCHES, like that at right, are one of Johnson's specialties. He predicts that 60,000 churches will be needed nationally during the next ten years.



ATTENTION: HOME BUILDERS

Rigid, acrylic Wasco Showerwall gives you

Something new to

*Here it is . . . Wasco "Ocean Pearl" (type M) Showerwall
. . . transforms a bathroom into a luxury*

NEW PRODUCT, NEW PRICE, NEW PROMOTION PLAN!

Backed by Wasco's national advertising in House Beautiful's Building Guide, Living's Guide to Home Building, New Homes Guide, and other consumer publications.

HOW TO CASH IN on the sales appeal of Wasco Showerwalls:

- 1 Install a Wasco Showerwall in a model home (or expose it to home-buyer traffic).
- 2 Sell these 10 outstanding quality features:

LASTS A LIFETIME . . . Showerwall never needs replacing.

EASY TO CLEAN . . . no washing, no scrubbing . . . just a wipe makes it sparkle. Will never wilt nor water-spot.

DRAFT-FREE Showerwall for a more relaxed, comfortable bath or shower.

MAKES THE BATHROOM SAFER because it is rigid, shatterproof, and keeps floors dry.

ADDS RESALE VALUE to the house by adding luxury to the bathroom.

COMPLETE PRIVACY WITHOUT LOSING LIGHT, thanks to Showerwall's translucency.

YOUR BATHROOM SEEMS MORE LUXURIOUS when beautiful Showerwall is added.

KEEPS THE WATER IN THE TUB for less mess, cleaner floors. Showerwall's aluminum frame channels splashes back into the tub.

ANODIZED ALUMINUM FRAMES eliminate maintenance problems.

COSTS ONLY A VERY LITTLE MORE than saggy, soggy shower curtains.

HOW LITTLE DOES IT COST?

Wasco's new "Ocean Pearl" (type M) Showerwall can cost a builder as little as \$30 per unit in quantity lots. Wire collect for full price schedule.

HOW TO GET ONE FREE!

If you'll agree to use a Wasco Showerwall in 24 or more homes, Wasco will supply the first one free for display in your model home. Wire collect for the special plan for tracts of 100 or more homes.



sell...

**BLACK & WHITE PHOTOGRAPHY
CANNOT DO JUSTICE TO
"OCEAN PEARL" SHOWERWALL!**

Lustrous iridescent shades of color blend into a rich neutral tone to harmonize with new bathroom decor. You must see it to believe its beauty.



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AMERICAN
BUILDER
AWARD

Here's a \$15,000 house with

Central air conditioning—a “must” in the hot Arizona desert—involves added costs in ductwork and drop ceilings. But smart planning enables the Lusk Corp., of Tucson, to offer full central air conditioning in its \$15,000 (less land) “Tropicana,” (above). Here’s how:

The basic cost saver in their approach is central location of the cooling unit. This keeps duct lengths and sizes to a minimum (see floor plan, upper right).

The second big cost saver—and one that adds to the model’s good looks—is placing the ductwork over hallways and utility spaces. This makes it possible to install drop ceilings over those areas only, allows use of vaulted ceilings over the home’s living areas. Where a drop ceiling juts into the family room, Lusk extended it right across the room, added a fluorescent-lighting soffit.

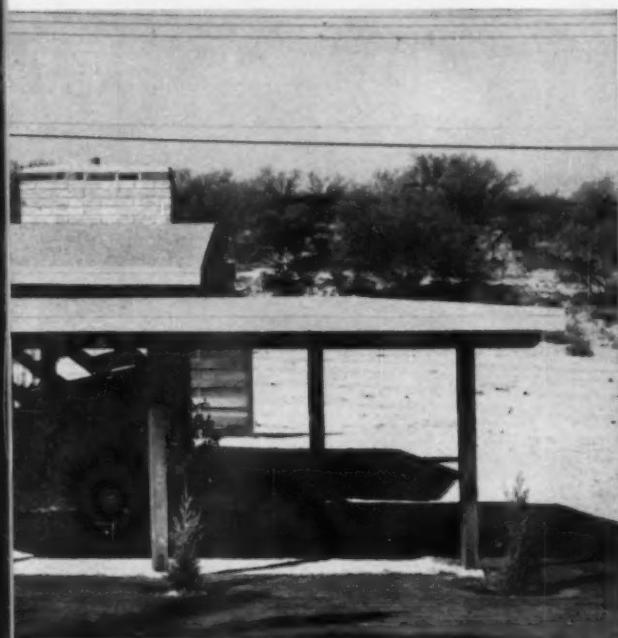
In promoting “Tropicana,” Lusk teamed up with Rheem Mfg. Co. (For \$900 extra, a Rheemaire unit replaces the standard evaporation-type cooler.) The manufacturer got free newspaper and tv coverage, helped bring in prospects with a “best-floor-plan” contest.



KITCHEN SALES FEATURES are this handy breakfast bar with laminated plastic top, knotty pine cabinets, built-in range and dishwasher. Drop ceiling above the cabinets contains part of the model’s ductwork.

LIVING AND DINING AREAS are separated by masonry fireplace-divider. Vaulted ceiling extends over all living areas. Exposed-brick wall at right blends with fireplace, is a cost saver; it needs only minimal finishing.

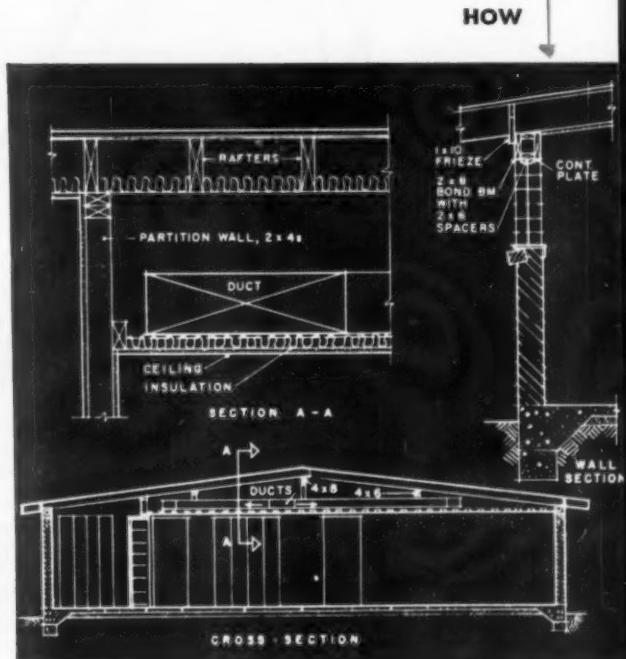
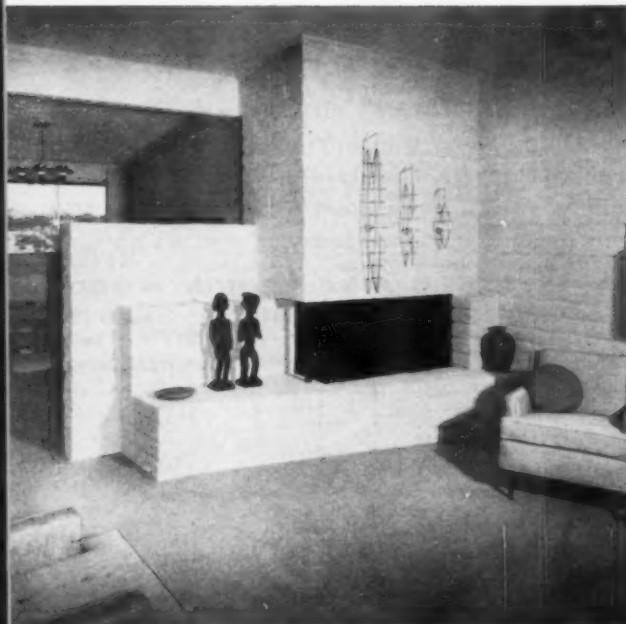
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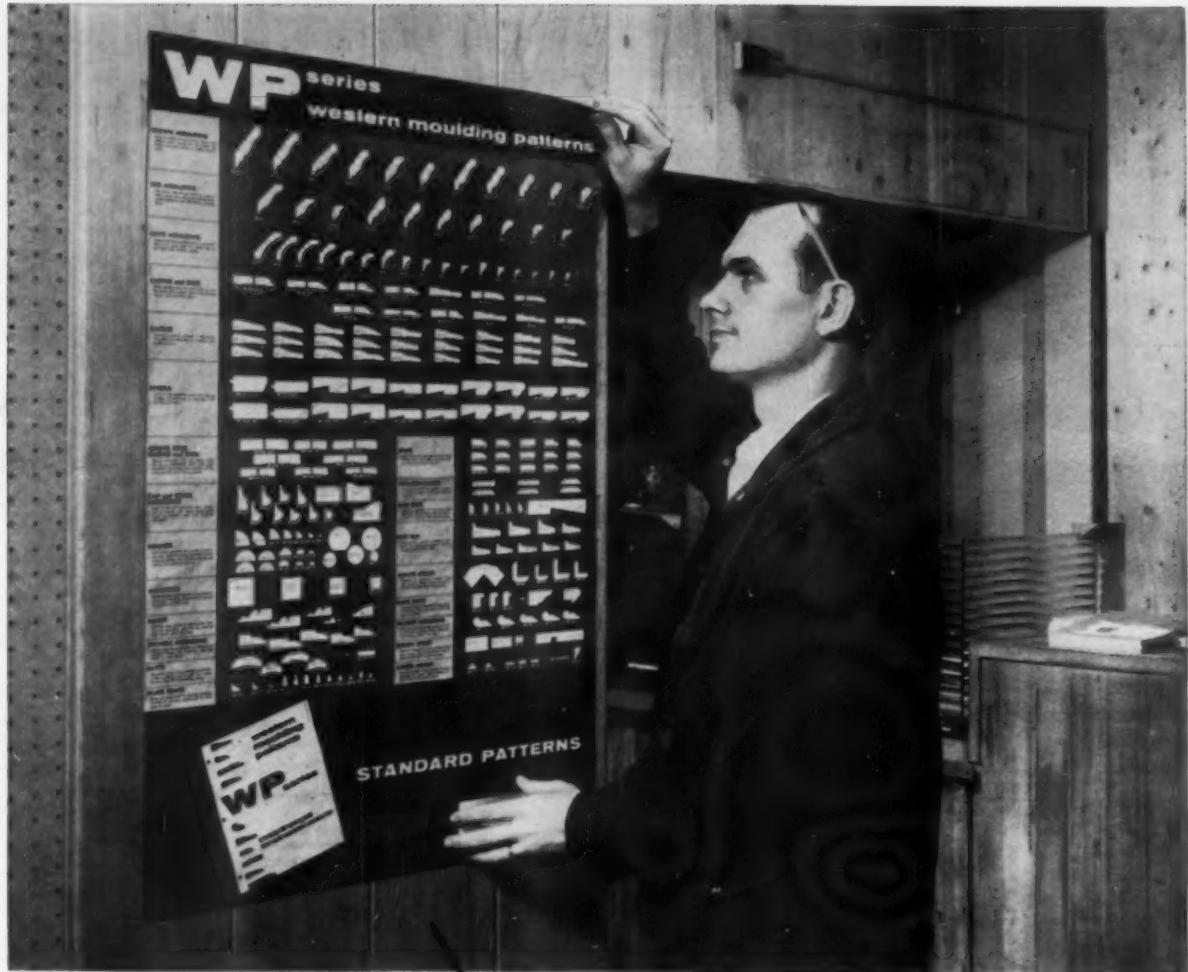


DUCTWORK (to carry heated as well as cooled air) was put over hallways and utility areas, allowing use of higher-sloped ceiling in living areas.

LUSK CORPORATION, Tucson, Ariz., offers their "Tropicana" in a choice of five exterior styles, with evaporation cooler or Rheemaire unit.

central air conditioning





Now
available



USE WP NUMBERS ON
YOUR MOULDING ORDERS

If you do not have a copy of the WP "Western Moulding Patterns" booklet, check coupon on right and it will be sent promptly. This new booklet is the result of moulding standardization by the West Coast Lumbermen's Association and Western Pine Association.

**...wall chart on new
Western Moulding Patterns...FREE!**

This new, big (25"x38") chart shows profiles of WP mouldings, along with brief where-to-use suggestions. Save time, and increase sales, by displaying this colorful chart in a prominent place. Order your free copy today! Use coupon below.

WESTERN PINE REGION WOODS

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American Builder

SPECIAL
WESTERN
SECTION

Western Views

By BILL RODD

MARKETS ARE ON THE MOVE on the West Coast, and builders are moving with them. This is not a new development; builders have been following markets, and in many cases creating them, ever since the area began its fantastic growth. But now, due to a variety of factors, the movement is attaining jet velocity and it behooves builders to keep up with it.

IF YOU ARE LOOKING FORWARD to playing an important part in the "rampaging '60's with population bustin' out all over" there are a lot of questions you should ask yourself right now. All forecasts point to a lush period ahead—from 1960-65 when the "war babies" form new families and need homes of their own. This doesn't mean merely a terrific demand for housing; it will engender a general business boom as well. In order to capitalize on this, the wise builder will plan now for his 1960-65 operations.

WHERE will you build? Is your present area suitable for the number of houses you would like to build in the '60's? Is it likely that enough land will be available? Or had you better look for a new field? Have you considered

joining with other builders to option more land than you could swing alone? Land owners frequently will subordinate their equities so that improvement and construction loans can be made. Also, some lending agencies now will furnish second trust deed money at reasonable rates for this.

WHAT PRICE CLASS and what type of home will you build? Particularly if you choose a new area, wouldn't it be well to begin now to establish a reputation for the class of building you intend to do—whether it be "Ford" or "Cadillac"? It's possible that a complete change from what you now build might better suit new land and market conditions.

HOW ABOUT SPECIAL MARKETS? In every big city there are elderly people, widowed, divorced and single people who would prefer small individual homes to apartments. Few builders cater to this market. How about you?

REMODELING, COMMERCIAL, INDUSTRIAL. New family formations inevitably will mean more volume in these fields. Recently, many builders who ran out of land or were priced out

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244 California St., San Francisco 4
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Joe Sanders, Representative
3908 Lemmon Ave., Dallas 19, Tex.
Phone: Lakeside 1-2322

of residential building by high costs, turned to these types of work, and found them profitable.

OTHER CONSIDERATIONS. Building materials may be short if there is a sudden upsurge in demand; trained labor is almost sure to be short; mortgage money may be hard to get. Are you building up sources for these now? Buying from one dealer, using the same subs, getting all your money from one lender—might be one way to get these items in the future.

HAVE YOU INVESTIGATED what market research can do for you? All the big developers use it. Have you had expert advice on advertising, signs, brochures, model-home arrangements, etc.? You may have to compete with big builders who do have such advice.

GET SET NOW TO TAKE FULL ADVANTAGE OF THE BOOMING SIXTIES.

**WESTERN
ADVERTISERS INDEX**

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Radox Products, Inc.	40F
Red Cedar Shingle Bureau	40F

Here's what can happen to



Tom Glenn

A small builder jumps his sales from 12 to 40 homes

California builder Tom Glenn is a small contractor who wasn't content to stand still in a market which was growing at a fast clip.

From 1950 to 1957 Glenn built custom homes in Glendora on the outskirts of Los Angeles. His yearly average was about a dozen houses. In 1957, impressed by the growing popularity of the desert, he investigated this new market and found that many land developers had established towns and cities in the desert north and east of Los Angeles. People were flocking to this new area by the thousands to work and to live.

Foremost among the desert developers is M. Penn Phillips who has three such communities under way. And, Glenn discovered that Phillips' Hesperia development offered a waiting market for the type of house he liked to build. Financing was available; material and labor were at hand.

In 1957 he moved his operations to Hesperia. And during 1958—a not-too-good year for many builders in the area—Glenn built 40 houses instead of the 12 he would have put up in Glendora.

This year he expects to hit about fifty. In addition, he is starting work on a new \$250,000 shop-

ping center in the area.

Most of Glenn's houses are in the \$15,000 to \$18,000 range, but some run much higher; he's now working on a \$50,000 Medallion Home on the edge of Hesperia's golf course. This will be used as a model for one year. (He usually has one or more models open and several houses built speculatively. But about half of his business is contract.) Currently, he's also working on a four-unit "own-yourself" apartment.

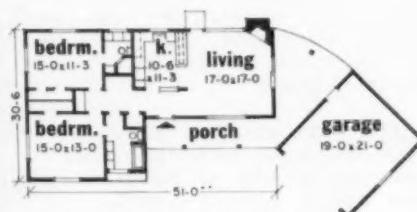
Glenn plans to stay in Hesperia which he believes will grow steadily. Here's why:

- A large number of people retire to the desert and Hesperia is getting its share of them.
- More and more employment opportunities are opening up as small industries come to Hesperia.
- Schools, churches, recreational facilities are growing year by year.
- The area is smog-free.
- Although the temperature gets below freezing in the winter and above 100° in the summer, the dry desert air is invigorating all year 'round.
- There is no water problem because of an underground lake.

(Continued on page 40-D)



GLENN'S CURRENT MODEL sells for \$14,700 on owner's lot. Sliding glass doors from patio to living room combine with stone fireplace and exposed beams in living room to bring outdoor feeling to indoors.



LUXURY FEATURE for two-bedroom house: two baths, both of which can be reached from the bedrooms. Unusual angle of garage adds design interest, makes house appear larger. Covered porch gives all-weather protection.

builders on the move



Richard Doremus

A large builder sells 700 homes in five months

When a big builder operates in a growth area, sooner or later he's bound to run into this problem: where can he find enough land for future multi-house projects?

About two years ago, Exhibit Homes, Inc., headed by Richard Doremus, builders of thousands of homes in the Los Angeles area, were faced with such a problem.

Anticipating that land for big developments would soon run out in the metropolitan area, they began to look around for new fields in which to operate. Since they were big operators, they wanted a place where they could sink their roots and grow over a period of years.

They found what has since proven to be a real strike in Thousand Oaks, at the edge of the San Fernando Valley. This is a community of some 1,500 people, about 40 miles from downtown Los Angeles. When they made their first purchase of the gently rolling land, they were by no means sure that houses could be sold there in volume. It was a "businessman's risk"—the same kind these aggressive developers had taken before.

Their judgment in choosing land near the Valley

paid off in sales of over 700 houses within five months of the November opening of their Conejo Country Homes development. This was quite a record for an area where building volume fell off last year.

Already following up their initial success in the new area, Exhibit has acquired more land. Plans call for the eventual construction of over 4,000 houses in the area.

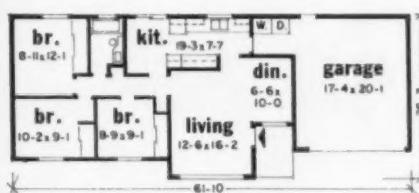
In their Conejo Country Homes, the builders offer a three-bedroom house with a two-car garage on a one-third acre plot for \$12,950. A \$195 down-payment policy is available to nonveterans as well as veterans. Features include an all-gas kitchen with built-in colored range and oven; wall-to-wall carpeting in the living room, dining area, hall and master bedroom; sliding glass doors; an acoustic-type ceiling.

The builders developed a special merchandising program to show that the houses are expandable. In the garage of one model, framing was erected to illustrate how the garage can easily be converted into a recreation room, complete with an extra half bath and

(Continued on next page)



TRADEWINDS MODEL is one of 12 variations offered by Exhibit Homes, Inc., in their Conejo Country Homes development. Big selling point: houses are close to beaches, schools, churches and shopping areas.



POPULAR MERCHANDISING FEATURE is expandability of house. Two-car garage can be converted into recreation room with half-bath, walk-in closet. Note large dining nook leading to rear patio area from kitchen.

A small builder jumps his sales from 12 to 40 houses

(Continued from page 40-B)

The only disturbing point: as in most growth areas, lot prices have advanced sharply in recent years. Lots surrounding the country club are priced at \$8,000 to \$10,000. Others bring \$3,000 and over.

Glenn's success stems from a thorough knowledge of his market and his customers' needs. His current model (page 40-C) is priced at \$14,700, on the owner's lot. By building a patio between the garage and the house, Glenn is able to provide the indoor-outdoor living pattern most Western buyers insist upon. All of his homes have two-and-one-half-foot overhangs; copper water pipes; 100-amp electric service; aluminum frame sliding windows with screens and weatherstripping; tiled kitchen-sink drain-boards; birch hardwood kitchen cabinets.

Products used in the house shown: Nutone intercom system; Westinghouse built-in range and oven, and disposer; Thermador heater in bath; Lennox forced-air heat; Eljer plumbing fixtures; Range Venter hood.



SPACIOUS ALL-ELECTRIC KITCHEN has lots of storage space, birch hardwood cabinets, Westinghouse built-in range, oven and disposer; Range Venter hood. Snack bar (foreground) opens into living room.

A large builder sells 700 homes in five months

(Continued from preceding page)

walk-in closet. When buyers want this feature a carport is substituted for the garage.

Products used: Pioneer gas water heater and wall furnace; Modern-Aire range hood; Thermador ceiling fan heater.

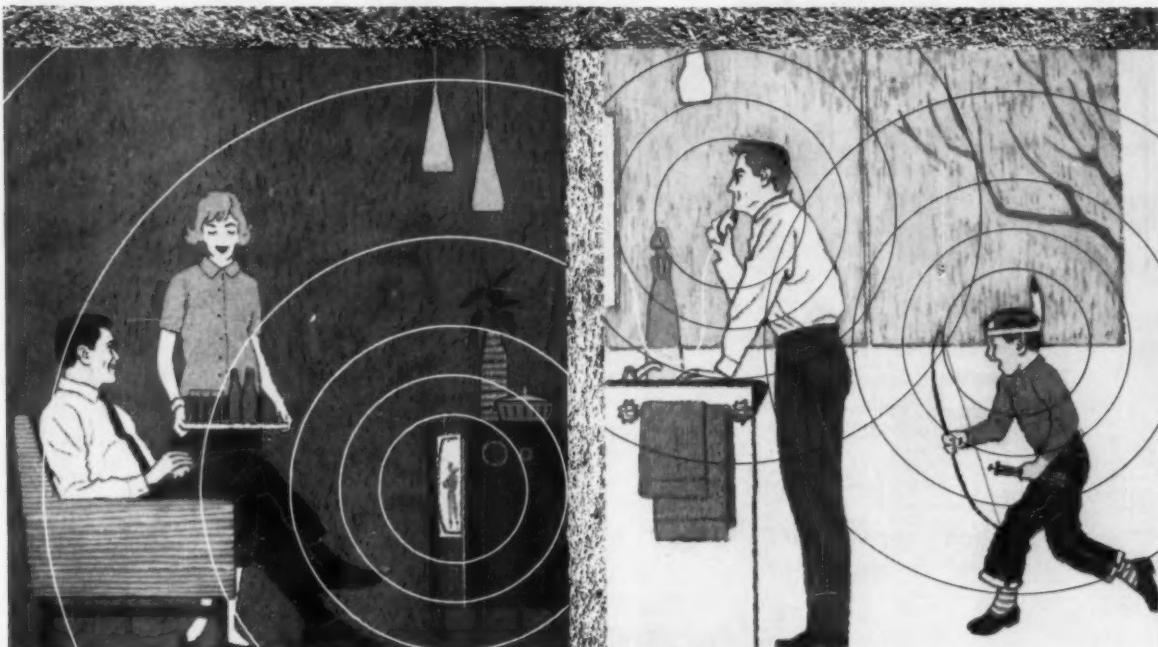


LIVING ROOM in Tradewinds model has asphalt tile floor covered by wall-to-wall carpeting (included in the price). Good separation from dining area would allow buyer to put up a divider.



TYPICAL KITCHEN in one of Exhibit's model homes features Gaffers and Sattler "color-matched" range and oven; Bilt-Rite knotty pine cabinets; Waste King garbage disposal. All kitchens have garage access door.

Versatile new building slabs provide soundproof Motel construction at lower cost!



There may be *soundproofed* motels in these United States, but our one-man survey of Route 66 found cost had obviously been the chief consideration when it came to using any noise-reduction type of construction.

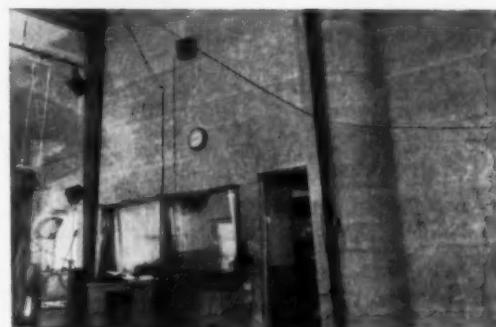
The use of Cemex for walls and ceilings helps solve this problem for motel builders. You will see from the sample we offer that its porosity will absorb sound. It does, up to .85, with the decorative texture left exposed. Tests for sound transmission are equally good. 3" slabs of Cemex, plastered $\frac{1}{2}$ " on each face show decibel losses from 38.5 to 50 across the full range. Slightly better construction takes it even higher.

With Cemex installed *at less than the cost of conventional, non-insulated* construction, motel owners can now advertise a little sleep along with air-conditioning and free TV. A phone call or letter will send facts on the way.

CEMEX
makes a
good design
better!



CEMEX, hydraulically-molded slabs of Portland cement-bonded wood fibres, can be used for roof decks, ceilings, walls, partitions, almost any structural or decorative use. CEMEX can be nailed, sawed, painted, or plastered, and delivered overnight to any Western job-site; installs easily on the job by any competent workman. Delivers to Los Angeles overnight from Yuma at 28 cents cwt.



CEMEX is what you make it. In this TV studio, where sound control is of utmost importance, CEMEX was specified for its efficient acoustical properties.

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The West's most copied window is today the West's biggest window buy. The RADCO quality sliding glass window now costs 20% less in all 52 sizes.

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WESTERN NEW PRODUCTS AND CATALOGS

SOLAR SCREENS in ceramic are pictured in a colorful four-page brochure. Among features are heat and light control, added privacy and beauty. Screens come in many designs and wide selection of colors. Gives specs. Gladling McBean & Co., Dept. AB, 2901 Los Feliz Blvd., Los Angeles 39, Calif.

Circle No. X80-W, p. 130.

PORTABLE DRILLER, model 5 is strong and lightweight. Saves time and labor. Requires only one operator for fast setup and precision core drilling. Powered by Thor motor, it operates on 110 volts. Will drill masonry, granite, marble, tile, concrete. Dura Diamond Tool Co., Dept. AB, South El Monte, Calif.

Circle No. X82-W, p. 130.

HARDBOARD IDEAS describes uses of hardboards in new-home construction and remodeling. Color photos illustrate decorative yet practical use in playrooms, recreation areas, workshops and garages. Describes the versatile Silvatex line. Includes product specifications. Weyerhaeuser Timber Co., Dept. AB, Tacoma, Wash.

Circle No. X81-W, p. 130.

ROLLING WINDOW, the Bourne Dual Fin Rolling Window, has a specially designed offset track and moisture trap. Features include offset track, complete perimeter weatherstripping with woven wool pile, self-locking latch. Available in all modular sizes. Bourne Products, Inc., Dept. AB, 900 Bourne Place, El Cajon, Calif.

Circle No. X83-W, p. 130.



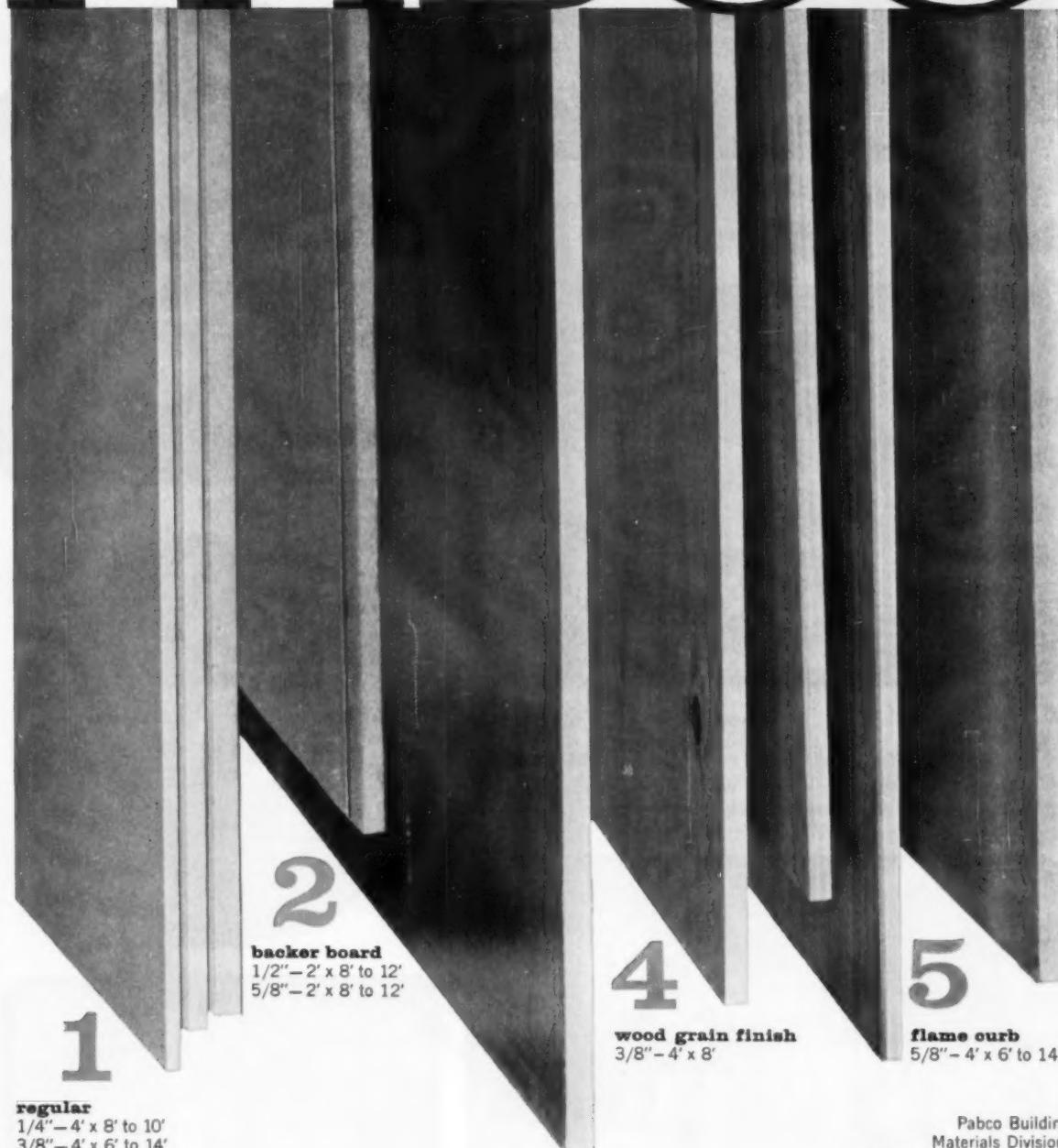
Handsplit cedar shakes are unquestionably the most luxurious, most lasting, roofing material available. That is why they are in such demand by those concerned with quality. Cedar shakes are made by hand. No two are ever quite alike. For this reason, the wise buyer specifies mill-inspected material! Always look for, always insist on, the genuine *Certi-Split* label of *inspected* quality when you buy handsplit shakes. You'll find the label under the bandstick of the bundle.



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**EVERY KIND OF GYPSUM WALLBOARD
...ALL SIZES...THICKNESSES...EDGES**

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1

regular

1/4"- 4' x 8' to 10'
3/8"- 4' x 6' to 14'
1/2"- 4' x 6' to 14'

2

backer board

1/2"- 2' x 8' to 12'
5/8"- 2' x 8' to 12'

4

wood grain finish

3/8"- 4' x 8'

5

flame curb

5/8"- 4' x 6' to 14'

3

foil back

3/8"- 4' x 8' to 12'
1/2"- 4' x 8' to 12'

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whether outside or inside . . . walls, planters, chimneys, fireplaces, patios or as garden accents



*... nothing else adds so much extra distinction,
so much more beauty, at so little extra cost.*

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*For free illustrated catalog write to Service Dept., Palos Verdes Stone Dept.
612 South Flower St., Los Angeles 17, California*



*A*s shown in many distinguished buildings . . . churches, residences, public buildings, commercial and industrial structures . . .





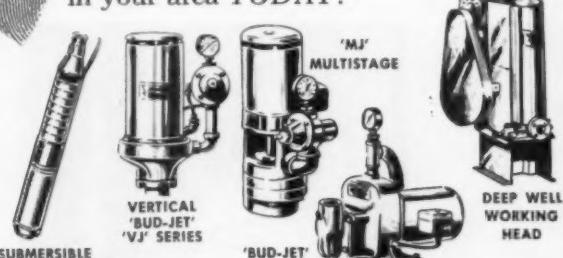
there's a Ro-Way for every Doorway!

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799 Holton St., Galesburg, Ill.

NO TWO ALIKE

... and, like fingerprints, no two pump installations are exactly alike either. For top performance you need a pump that's just right for the job. Aermotor's complete line includes jets (horizontal, vertical, convertible, multistage) submersibles and working heads. Choose from hundreds of models and be sure you're getting the system that's tailored to your job's specific requirements.

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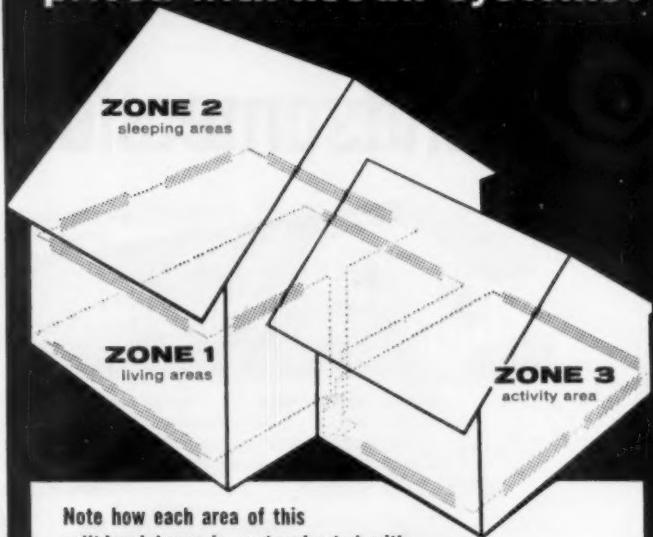
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2500 ROOSEVELT ROAD, CHICAGO 8, ILLINOIS

JUNE 1959

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POWERFUL APPEAL
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BASEBOARD HEAT
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priced with hot air systems!**



Note how each area of this split-level home is custom-heated with Edwards Zone-A-Matic Zone-Control baseboard heating.

Here's a powerful quality sales feature your potential customers are sure to recognize and appreciate—separate thermostat control of heat in each living area of their new home! They set the temperature for each zone . . . never wastefully heat unused rooms . . . lower-level recreation rooms stay warm . . . reduced fuel bills and custom-tailored comfort give you outstanding value-features for selling. And the Edwards system is competitively priced with ordinary hot air systems. The entire system requires only one compact boiler, regardless of the number of zones. This completely packaged (zoned or non-zoned) completely modern (gas and oil fired) heating system is one more quality feature to add to your homes . . . for easier, faster sales.

Write today for illustrated literature, specifications, sales aids, and technical help in your heating layout.



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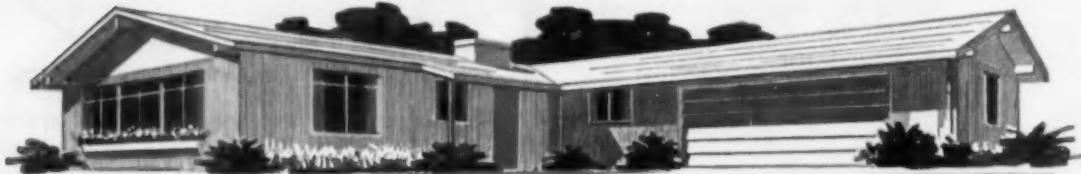
216 ALEXANDER AVENUE
POMPONT PLAINS, NEW JERSEY
TEmple 5-2808



8 handsome sidings by Weldwood



BOARD AND BATTEN styling is achieved with Duraply Flat Panels. The tough, abrasion-resistant CreZon overlay on Duraply helps prevent destructive moisture penetration, controls checking and swelling, and makes the panel practically split-proof. Duraply needs no sanding, no prime coat, and just two coats of a good quality paint should last for a minimum of five years before repainting is necessary.



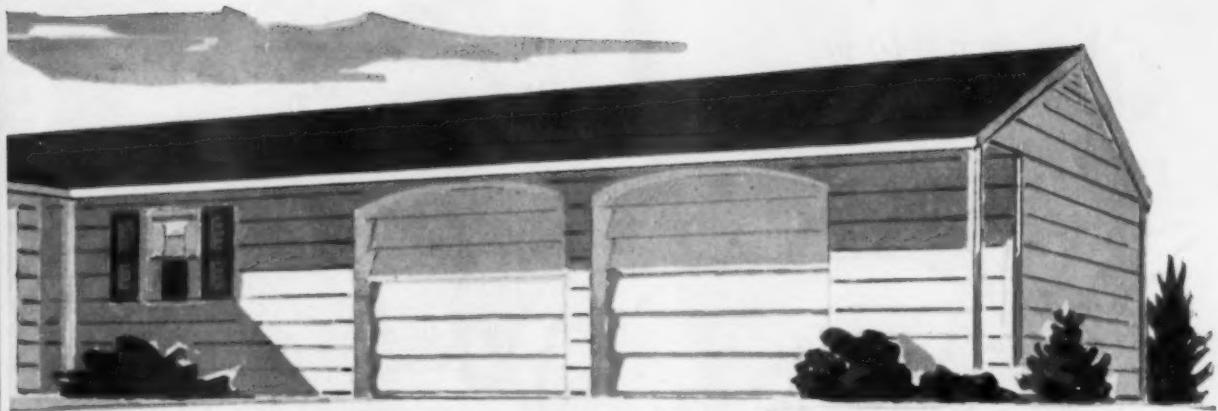
WELDTEX® STRIATED SIDING, textured with deep, closely spaced grooves, provides eye-catching light and shadow effects that harmonize attractively with virtually any home style. The striations conceal nail heads, joints, checking, and grain raise. Many color combinations in paint and stains are possible, for Weldtex siding finishes beautifully.



WELDWOOD DURAPLY TEXTURE V-8 is v-grooved with a deep, wide vertical groove 8" on center to simulate planking. Duraply Texture V-8 (and V-6 with 6" o.c. grooving) affords builders the chance to create a weather-tight, rigid, superior-strength "planked" exterior while utilizing the cost and labor-cutting benefits of big panel plywood construction. Builder: Boyd Georgi, La Crescenta, Calif.



WELDWOOD DURATEX®, a CreZon-faced exterior plywood, has a striated section spaced 8" on center and provides a paintable siding with the vertical composition demanded in contemporary homes. Like all Weldwood Sidings, it meets FHA requirements as a combination sheathing-siding; can be applied directly to studs, giving tremendous savings in materials and labor.



DURAPLY® LAP SIDING, applied directly to studs, helps give a better house at less cost than standard methods using wood siding and sheathing. This genuine Exterior-Grade Weldwood fir plywood is overlaid with a smooth medium density sheet of cellulose fibers and phenolic resins called CreZon*. Duraply Lap Siding is supplied with attached wedges or shims for fast, easy installation.

give you variety at low cost . . .

Give your homes sales-winning variety without changing floor plans.
Choose any combination of Weldwood Sidings—save on mixed carload lots.



FOR STRIKING SIMPLICITY, so popular in modern home design, Duraply Flat Panels are an ideal choice. Smooth, easily painted CreZon-faced modular panels are large, easy to handle, and add rigidity to the entire construction. Duraply's paint-saving economy can save hundreds of dollars per house.

8 Weldwood Sidings give maximum design flexibility and superior strength

Actual tests conducted by United States Forest Products Laboratory at Madison, Wisconsin, prove conclusively that plywood as thin as $\frac{1}{4}$ ", when nailed directly to studs,

provides more than twice the relative rigidity and more than three times the relative strength of $1'' \times 8''$ lumber sheathing nailed horizontally to studs.

1. Duraply Lap Siding
2. Duraply Flat Panels
3. Duraply Textures V-6 and V-8
4. Duratex
5. Duraply Texture One-Eleven
6. Texture One-Eleven
7. Exterior Weldtex
8. Weldwood Hardboards



WELDWOOD TEXTURE ONE-ELEVEN® on this award-winning home has regular, square-cut parallel grooves that create an attractive shadowed pattern. For superior painting, use Duraply Texture One-Eleven. Builder: Pickett Construction Co., Sarasota, Fla.



WELDWOOD HARDBOARD SIDINGS offer low cost, good looks, and exceptionally high impact-resistance. Available in six attractive surface types, Weldwood Hardboard Sidings paint beautifully, withstand hailstorms, wind, and baking sun.

*Reg. T.M. Crown Zellerbach Corp.

For details on the many ways Weldwood Sidings can help you cut costs and give a better house for the money, send this coupon today.

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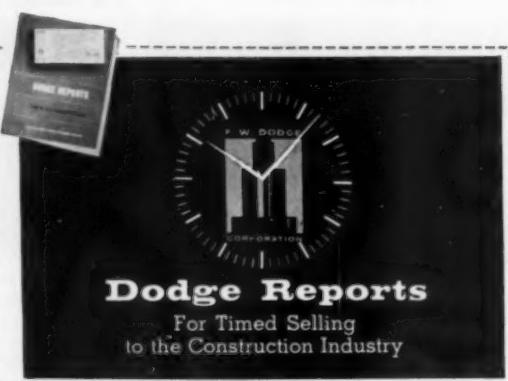
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Only Hotpoint Refrigerator Freezers bring you all these
**Swing-Off Shelves... Reserve Coldpower
AND FROST-AWAY AUTOMATIC DEFROSTING**



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A General Electric Company, Chicago, Illinois
REFERENCE

LOOK FOR THAT HIGH-POINT DIFFERENCE.

Cold Amplifier keeps foods
fresh up to twice as long!

**Now the new 1952 models of your
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to the
builder who puts
“VISIBLE” QUALITY
AND
“HIDDEN” QUALITY
in his homes

Homebuyers immediate

Homebuyers immediately recognize the Hotpoint appliances in your model home as a mark of "visible" quality. The assurance of superior quality is a major reason why the public trusts and prefers Hotpoint appliances. This public preference grows from over 50 years of product leadership and is constantly reinforced by dynamic advertising in the magazines your prospects read. Full-color ads like this one on Hotpoint refrigerators will reach over 18 million readers of Life, Saturday Evening Post and other leading national publications.

But Hotpoint gives you another sales tool in the "hidden" quality built into every Hotpoint appliance. Hidden quality, dramatically shown in this ad on a tiny piston in Hotpoint refrigerators, means years of outstanding performance and lasting customer satisfaction.

Remember, satisfied customers are the best sales force a builder can have, and Hotpoint appliances are the best investment you can make to sell more homes and satisfy more customers.

When you build in Hotpoint you build in Public Preference

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A DIVISION OF GENERAL ELECTRIC COMPANY

During an prolonged duration, the protein in the "Methionine-14C"
of a *Escherichia coli* cell will not be incorporated into an incomplete
protein by means of this. To find in this kind of protein synthesis early
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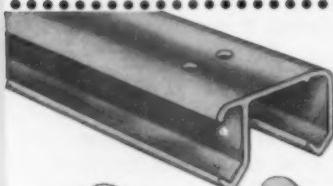


M-D MAIL BOXES

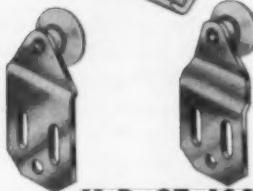
Anodized Aluminum mail boxes in 3 distinctive styles. Choice of 6 gorgeous color combinations. Never rust, tarnish or need polishing. FREE engraved name plate available with every box.



400 SERIES



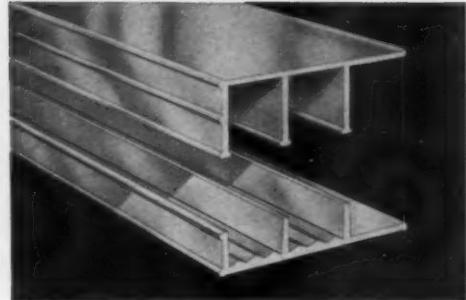
On $\frac{3}{4}$ " doors, hanger RV-1 with deep offset is used on front panel.



On $1\frac{1}{2}$ " doors, hanger RV-1 with the deep offset goes on back panel.

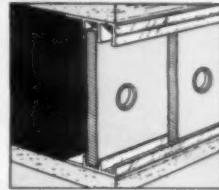
M-D OT-400 REVERSIBLE SLIDING DOOR HARDWARE

Saves time! Cuts installation costs! OT-400 hangers are used on either $\frac{3}{4}$ " or $1\frac{1}{2}$ " doors just by reversing their positions. Sturdy extruded aluminum track with built-in no-jump feature. Cadmium steel hangers with silent nylon wheels. Tubular packaged sets for 3, 4, 5, 6, and 8 ft. lengths.

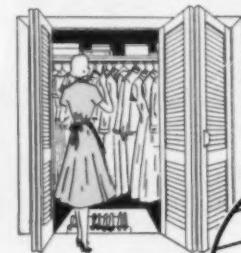


M-D ALUMA-SLIDE SLIDING DOOR TRACK

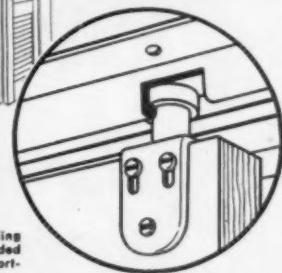
With new improved lower track, panels slide along on smooth ridges—not one flat surface. For any size cabinet. Comes in decorative Alacrome, Anodized Albras, Anodized Albright or Anodized Satin. Completely packaged sets. Holes drilled—screws furnished.



Sets available for $\frac{1}{2}$ ", $\frac{3}{8}$ ", $\frac{1}{4}$ ", $\frac{5}{8}$ ", $\frac{1}{2}$ or $\frac{3}{4}$ " sliding panels of glass, plywood, masonite, etc.



M-D FOLDING DOOR HARDWARE



OPERATES SMOOTHLY

Silent nylon bearing gliding in top quality extruded aluminum track assures effort-less, trouble-free operation.

Here's hardware that can't be matched for ease-of-operation, ease-of-installation! M-D Folding Door Hardware can be used on any interior door, on any thickness, for every opening! Gives full access to closets, yet saves valuable wall and floor space.



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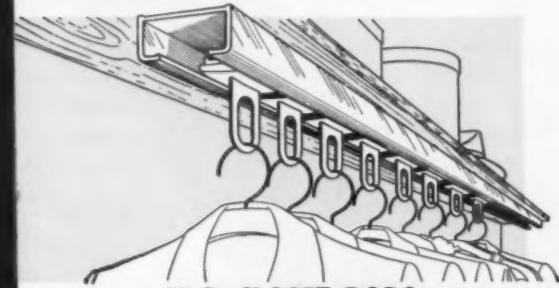
and Building Products



M-D CLOSET RODS

with Nylon Hanger-Glides
for wall-to-wall mounting—Style No. EXC

Handy M-D Nylon Hanger-Glides slide along the sturdy, extruded aluminum rod silently and smoothly—with just the flick of a finger. It means no more tugging and pulling for clothes. Neater closets. Come in 4 different, beautiful, anodized finishes. Each package contains closet rod, hanger-glides, end brackets, screws and instructions.



M-D CLOSET RODS

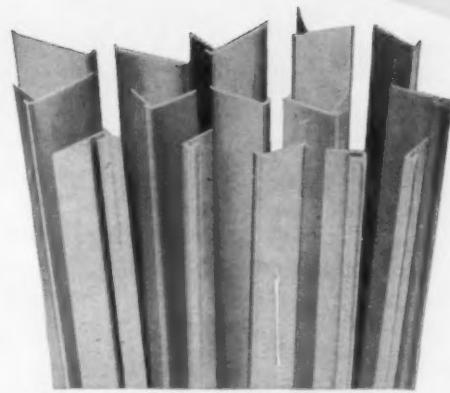
with Nylon Hanger-Glides
Shelf-Mounted, Style No. CRM

Sturdy extruded aluminum is easily mounted under shelf. Comes in 4 attractive, anodized finishes. Smooth sliding Nylon Hanger-Glides are easily slipped into the mounted rod. May also be attached to ceiling for use with shower curtain, or to top of window or cornice for use as a drapery rod. Completely packaged sets in 9 lengths from 36" to 96".



M-D ALUMINUM LEVELS

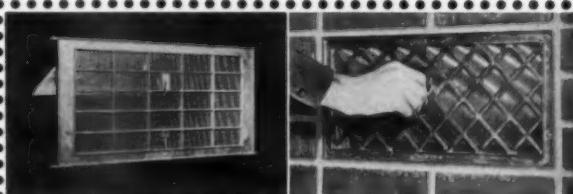
Both pro and amateur are attracted to this gleaming, sturdy, extruded aluminum level. It's a high quality, precision tool at a sensible price. Tough, non-breakable Pyrex vials are replaceable. Glossy red interior with silvery satin top and edges enhance its appearance. 10 sizes from 18" to 96". Individually packed in Poly tubing.



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All shapes available in Anodized finish

Wide variety of shapes and sizes for all thicknesses of material. Available in permanent, high quality anodized aluminum finish—also furnished in polished aluminum, brass or stainless steel. Whether anodized or polished, the finish is unsurpassed in quality. Through constant checking and control, M-D produces a satiny anodized finish that is both beautiful and permanent.



Standard weight for use
between floor joists

Extra heavy built
for heavy duty

M-D FOUNDATION & CORNICE VENTS

Here's variety to meet your customers' needs. Die-cast aluminum vents for crawl spaces or cornices . . . in 2 styles for brick or concrete block construction. M-D Louvered Cornice Vents are made of heavy-gauge stamped aluminum with reinforcing ribs for extra rigidity. Also available in Anodized Albras finish. Two sizes—4" x 16" and 8" x 16". Easy and ready to install. Dozens of uses for ventilation in new homes or for remodelling.



No. 416 Louvered Cornice Vent



No. 816 Louvered Cornice Vent

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YOUR ANSWER TO
CEILING CRACKS**

THE EBY SYSTEM OF LATHING. Instead of staggering end joints of gypsum-lath, longitudinal joints are staggered. Keycorner lath is applied to the continuous joints at 4 ft. intervals. Then, through the center of the room, one strip of 1" x 20 ga. Keymesh, 36" wide, is applied. This adds extra reinforcement where it's needed and assures full thickness of plaster.

Westinghouse tells millions of

"I guarantee NO PLASTER CRACKS in ceilings lathed with **KEYMESH** and **KEYCORNER**"

**PROMISES WILLIAM E. EBY, CHICAGO
LATHING CONTRACTOR**

Everybody wants crack-free ceilings. That's why Bill Eby's guarantee is so important to you. "Believe me, I wouldn't make such a guarantee unless I'm sure," emphasizes Eby. "This lathing system will give you crack-free ceilings every time. And anybody can use this system. It's no Eby patent.

"I searched for years for a better lathing system. I tested and rejected any number of systems and reinforcements," Eby points out. "Now after three years of using this new lathing system with Keymesh and Keycorner, I know I'm right.

"Here's another fact that may surprise you. Builders

are switching back to lath and plaster for one big reason—savings. New application systems and modern colored plaster add up to a low-cost buy. You save the costs of paint and painting. Above this, lower maintenance costs and increased fire safety make lath and plaster a top value.

"Absolutely no ceiling cracks with this lathing system. You get added life from plaster. Upkeep costs are slashed. Yet Keymesh and Keycorner let me hold costs in line."

* * *

It will pay you to learn all the facts about the Eby system of lathing with Keymesh and Keycorner and why he can make this guarantee of a crack-free ceiling.



Eby (left) inspects application of Keycorner, used to reinforce joints. Keycorner is also used at all wall and corner junctures.



Plaster is applied over reinforced ceiling. The open mesh of both Keymesh and Keycorner assures imbedment in plaster. The open mesh also insures full bond of plaster with gypsum lath.

KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois

Keywall • Keymesh • Keycorner • Keybead • Nails • Welded Wire Fabric

Westinghouse tells millions of people about the Total Electric Home

...THE HOME WHERE ELECTRICITY DOES EVERYTHING...HEATS...AIR CONDITIONING



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New Westinghouse promotion
stimulates interest
in home ownership
through the concept
of Total Electric Living!

Home-buyers across the nation will be seeing and hearing about the "Total Electric Home" everywhere they turn. For underway now is the biggest program of its kind in the building industry. Westinghouse is promoting electrical living in its most advanced form—homes where clean, safe electric power heats, air conditions and runs all appliances.

The builder who ties in with the Total Electric Home program will be way out in front of his competition. Because this is the newest, most exciting home concept since modern living began.

The Total Electric Home is built around electric living centers . . . entertainment center, home planning center, food preparation center, health and beauty center . . . and many others. It is an idea that women simply can't resist.

Best of all, the Total Electric Home with its electric heating is practical today. And, in many areas of the country, utilities are already working closely with builders to push this great improvement in home comfort.

The Total Electric Home program is accelerating day by day. Why not find out how you can cash in by making the homes you are building or planning to build—Total Electric!

Look to 2M as your single source of information on the Total Electric Home.

Prospective Home Buyers

TOTAL ELECTRIC HOME

LAUNDERS...ILLUMINATES...COOKS...PRESERVES FOODS...ENTERTAINS



N MAGAZINES

Westinghouse will run big full-color ads like this one in the June 22nd issue of LIFE pictur-

ing the wonders of Total Electric Living...it will reach a total of over 32,100,000 readers.



Free!

Get this 12-page booklet that gives you the complete details about the Westinghouse Total Electric Home Program...and what it can do for you. No obligation on your part.

See your Westinghouse Major Appliance Distributor...or write Westinghouse Electric Corp., Total Electric Home Department, 3 Gateway Center, Pittsburgh 30, Pa.

YOU CAN BE SURE...IF IT'S



Westinghouse

Watch "Westinghouse Lucille Ball-Desi Arnaz Shows" CBS-TV Mondays

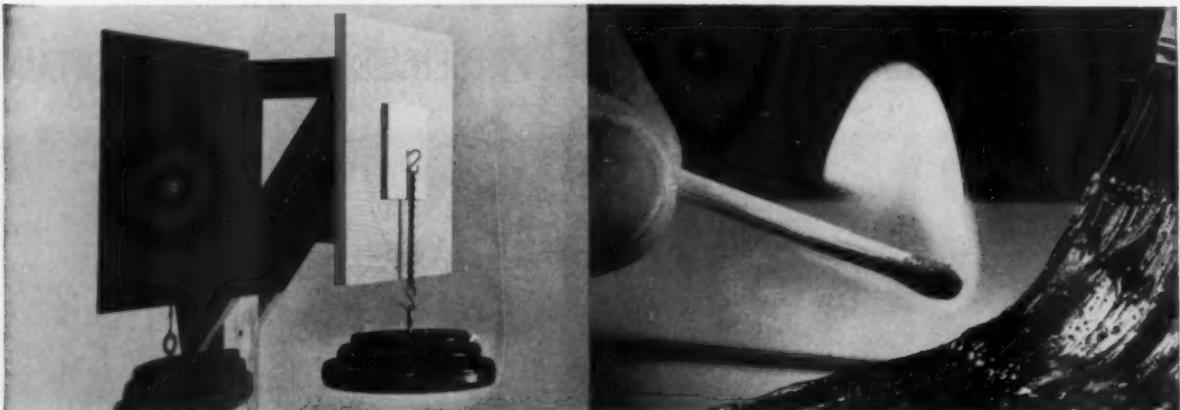
Westinghouse TOTAL ELECTRIC HOME

HEATING • COOLING • APPLIANCES



Look to 3M as your single source!

3M BUILDING ADHESIVES PROVIDE BETTER CONSTRUCTION AT LOWER COST



EXCEPTIONAL STRENGTH. CTA-50 is one of the highest strength water-dispersed ceramic tile adhesives on the market! Dry bonds hold over 1½ tons per tile. It handles easily, trowels like shaving cream. Nontoxic CTA-50 dries quickly to let you grout on the same day.

NONFLAMMABILITY. Solvent-free Adhesive EC-321 won't burn during application, even near an open flame. You can apply insulation anywhere without fear of fire. EC-321 supplies a durable bond that resists high heat, moisture and vibration. Bonds through thin oil films.



QUICK SETTING. 3M Cove Base Adhesive holds base firmly in place immediately after application without shoring. Bond can be completed up to 15 minutes after applying the adhesive. One gallon covers about 300 lineal feet of 4-inch material. Ideal for rubber, vinyl, asphalt.

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SEE WHAT 3M ADHESIVES CAN DO FOR YOU! 3M offers a complete line of adhesive products to the construction industry. Contact your 3M Field Engineer. Or, for more information and free literature on any 3M job-proved building adhesives and sealers, write on your company letterhead to A.C.& S. Division, 3M, Dept. YE 69, 900 Bush Ave., St. Paul 6, Minn.



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MINNESOTA MINING AND MANUFACTURING COMPANY
... WHERE RESEARCH IS THE KEY TO TOMORROW



NORGE Built-ins Help CLAIR-MEL Sell 711 Homes In 6 Months!



Mr. Mel Larsen, creator of CLAIR-MEL CITY in Tampa, Florida area, stands with his wife, Clarice in front of a model home.



View of kitchen in Clair-Mel model home.

"We can't praise Norge too highly for their part in the record-smashing success of our venture! Their extensive line of built-in ovens, cooktops and refrigerators enabled us to select the exact type of units we needed, and yet stay within our cost range. Then Norge came thru with powerful merchandising support that dovetailed with our own efforts and drew huge crowds to the model homes! And most important of all, their built-ins had the features and styling to really excite onlookers and help move our homes in volume!"

Mel Larsen
Builder of Clair-Mel City

What Clair-Mel can do, you can do!
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Creative Engineering
For Sales

NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation,
Merchandise Mart Plaza, Chicago 54, Ill. Export Sales,
Borg-Warner International, Chicago 3, Ill.

HERE'S WHY BUILDERS CHOOSE NORGE!

Interchangeable gas or electric ovens and cooktops meet the demand of any buyer, anywhere!

Super-Thin 3" depth of cooktops permits full use of drawers directly beneath cooking surface!

Choice of 5 decorator colors—Mix or match to fit any kitchen color scheme you use!

SEND ME FULL FACTS

AB-659

Norge Sales Corporation

Merchandise Mart Plaza, Chicago 54, Ill.

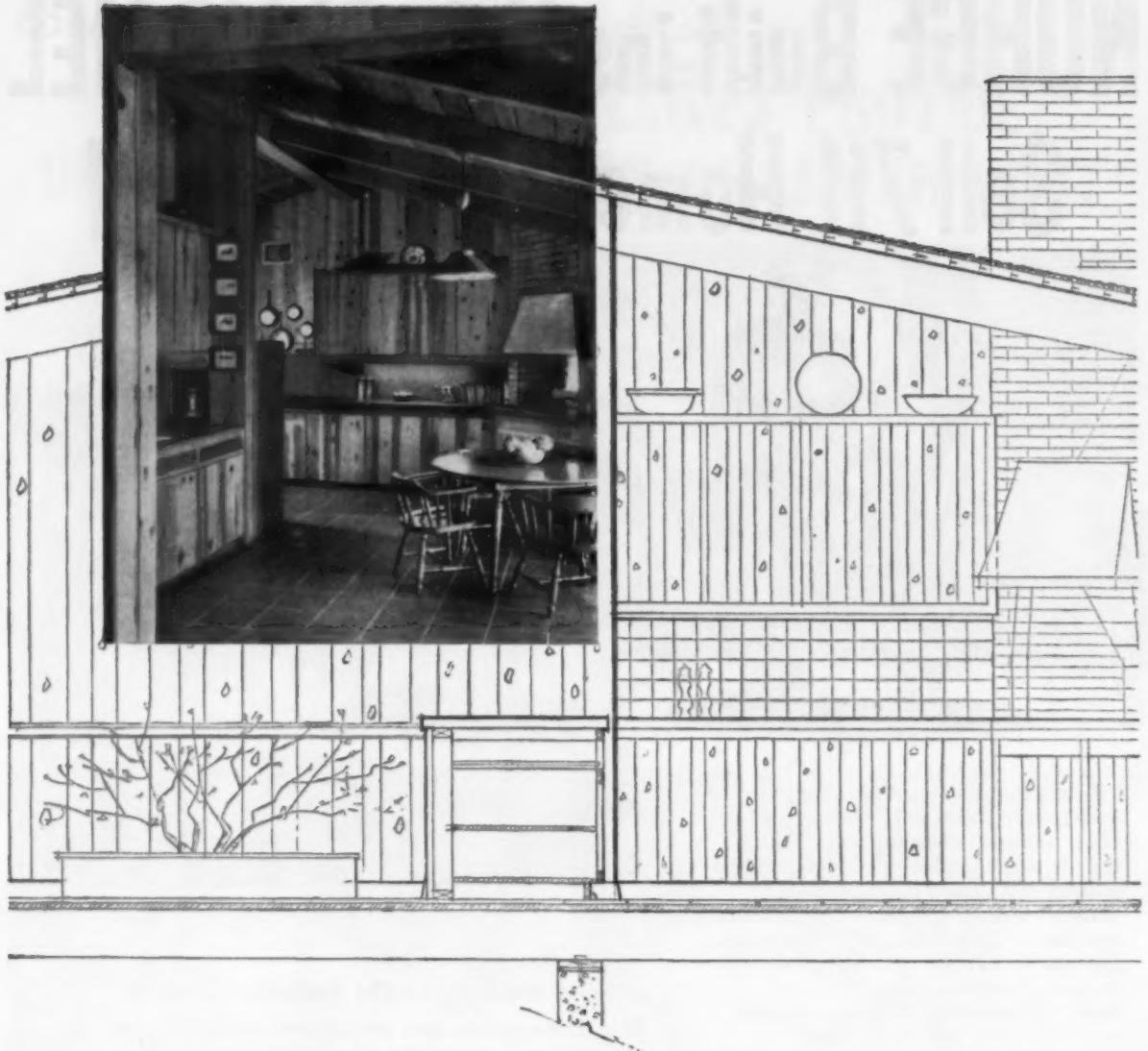
Send me full details on Norge built-ins. I understand that there is no obligation of any kind.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



combined with other building materials

WOOD looks good . . . sells homes better

Only wood combines so naturally, harmonizes so beautifully, with other materials used in home design and construction. Take full advantage of wood's complete compatibility . . . in kitchen cabinets, in doors and window sash, in floors and paneling, in exposed ceiling beams . . . to add *salability* to every home you build. Wood is most compatible with

people, too . . . and today's home-buyers know it!

In any room of any house you build . . . in its exterior siding and trim . . . combine different wood tones and textures with contrasting colors and materials for the most eye-pleasing result. Wood's other pleasing result is that you will sell more houses and make more dollars per house!

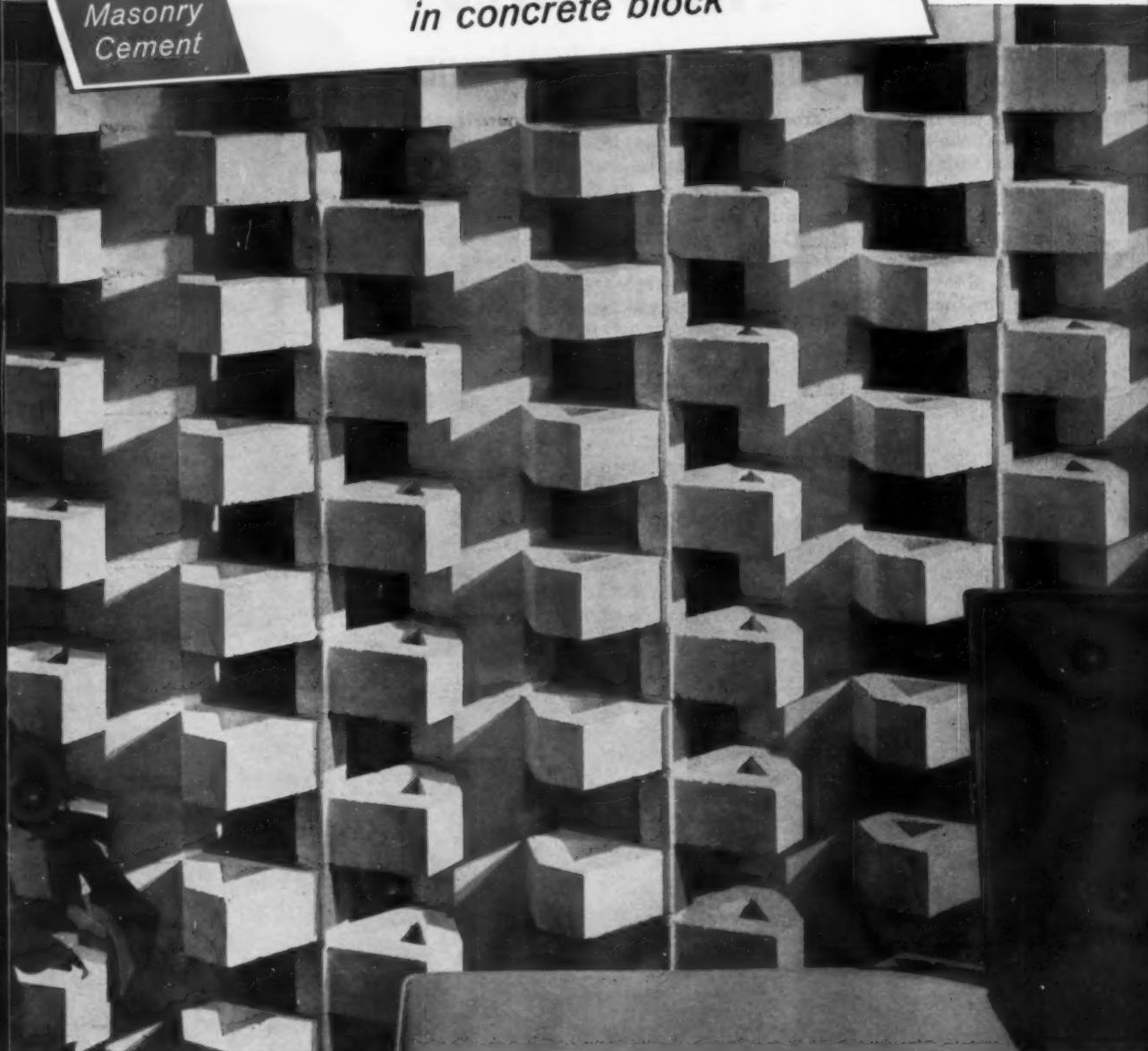
For more information on better homes of wood, write to:

NATIONAL LUMBER MANUFACTURERS ASSOCIATION
Wood Information Center, 1319 18th St., N. W., Washington 6, D. C.

Live, Work, Build Better with **wood**

**Atlas
Masonry
Cement**

*Great new things are shaping up
in concrete block*



Exciting new masonry walls, exterior or interior, are made possible with decorative masonry units now available from concrete block manufacturers. For example, this unusual masonry wall was created by Architect Victor Lundy of Sarasota, Florida, for showing at Cleveland meeting of National Concrete Masonry Association. The block was produced by Shaffer Block Works, Somerset, Pa.

Atlas Masonry Cement measures up to the new masonry



providing the right mortar for laying up walls with the latest block designs. It produces a smooth, easy-to-work mortar that "butters" easily, stays workable, assures a stronger bond. These characteristics help to achieve weather-tight masonry joints that are uniform in color. And Atlas Masonry Cement fully complies with ASTM and Federal Specifications. For your copy of "Build Better Masonry," write Universal Atlas, Dept. M, 100 Park Avenue, New York 17, N. Y.



**Universal Atlas Cement
Division of
United States Steel**

M-75

"USS" and "Atlas" are registered trademarks

OFFICES: Albany • Birmingham • Boston • Chicago • Dayton • Kansas City • Milwaukee • Minneapolis • New York • Philadelphia • Pittsburgh • St. Louis • Waco

Announcing a new plan for bigger profits...

On time on FIRESTONES!

They cut costs on building materials deliveries

Whether you operate one truck or twenty trucks, count on Firestone Rubber-X, the longest wearing rubber ever used in Firestone truck tires. It's yours with every Firestone, for extra trouble-free deliveries and lower truck tire costs.

And along with new long-wearing tire rubber, all Firestones bring you Firestone S/F (Shock-Fortified) cord for still more stamina and dependability. No wonder more and more truck owners like yourself find it good business, always, to buy Firestones when replacing old tires—and to specify Firestones on all new trucks. Ask about them today at your nearby Firestone Dealer or Store—your headquarters for fast, reliable service!



LOOK FOR NEW LOW COSTS PER MILE WITH LONG-WEARING FIRESTONE TRUCK TIRES

Firestone

BETTER RUBBER FROM START TO FINISH

Copyright 1960, The Firestone Tire & Rubber Company

Announcing a new plan for bigger profits...

The General Electric Kitchen-Laundry “Planned Profit Package”



6

big advantages rolled into one!



G-E's PPP MEANS

Here's a way to help net you higher profits. The program is G-E's "Planned Profit Package" . . . and it starts with your decision to install a General Electric Kitchen. G-E's "PPP" adds value to your house, saves you money from start to finish. And . . .

1
2
3



POWER OF G-E BRAND PREFERENCE

Among home buyers . . . G-E brand preference studies show most women think G-E makes the best home appliances. Among appraisers . . . Lending institutions in all parts of the country use General Electric's higher quality as a basis for granting higher appraisals. This puts a greater value on your house . . . means more profit for you.

PLANNING AND STYLING HELP

Your G-E distributor or dealer has a Custom Kitchen Design service to help you with layouts, perspectives, color coordination. A G-E builder sales specialist will assist you in planning your kitchen, show you how to save space and money. This means more profit for you.

SAVINGS ON LABOR AND INSTALLATION

New G-E "Straight-Line" appliances have built-in look without built-in expense. Flat backs and sides on all appliances. Each fits flush. Each is designed for easy, convenient installation. Made to fit any kitchen layout, any house . . . this means more profit for you.

- •
 - For more information
 - **Clip this coupon**
 - **and send it now**
 - General Electric Company, Home Bureau,
Appliance Park, Louisville 1, Kentucky.
 - Please have the local G-E builder sales
representative contact me.
 - •
- Name _____
- Address _____
- City _____ State _____
- AB-8

MORE PROFIT FOR YOU...

Only General Electric offers you this "Planned Profit Package"

4
5
6



PRODUCT AVAILABILITY

100 G-E distribution points in every part of the country assure you wide selection and availabilities no matter where you are. All deliveries scheduled to fit your convenience—no long waits, no needless "storing." G-E has the kitchen you want, when you want it. More profit for you.

COMPLETE MERCHANDISING PROGRAM

A special Model Home Program gives you a variety of merchandising tools, plus widespread "Success Story" advertising and publicity assistance to help you create model home traffic. With G-E's extensive home promotion program, you'll get faster sales . . . more profit for you.

G-E PRODUCT SERVICE

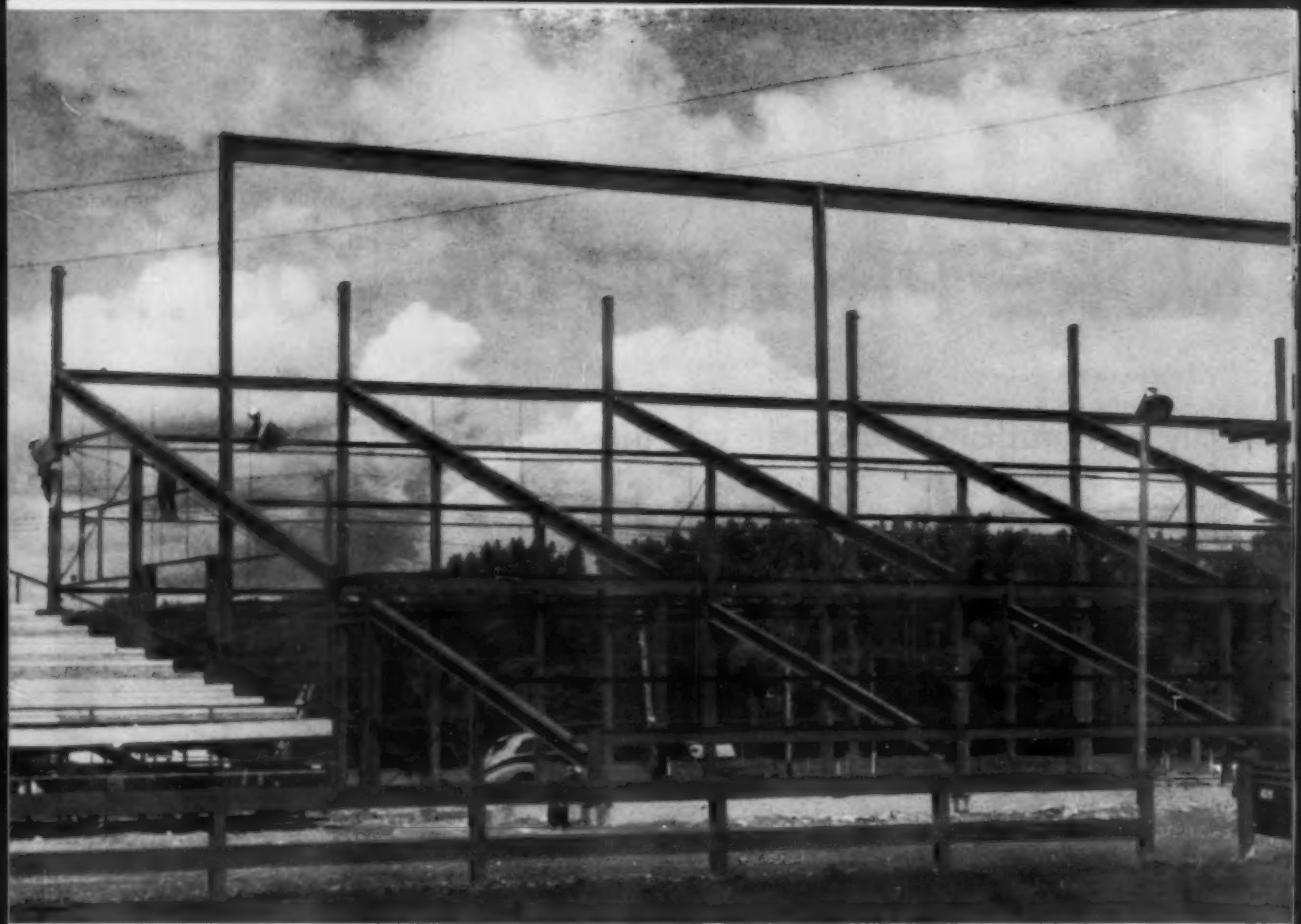
Once G-E appliances are installed your General Electric distributor or dealer relieves the builder of all product service responsibility. No appliance repair or maintenance worries. This means savings after the sale . . . more profit for you.



Your local utility company has a Medallion Home Program. By tying in with this program, you'll get more prestige and many promotional advantages—a valuable competitive selling edge. General Electric's "PPP" gives you faster sales, more profits with each house you build.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



Minot State Fair grandstand, Minot, North Dakota. Fabricated with 92 tons of USS Structural steel and erected in 75 days.
Owner: Ward County Fair Assn.; Architect & Engineer: Engineering Division, Arrowhead Engineers & Constructors,
Duluth, Minn.; General Contractor: Central Steel Erection Co., Minot, N.D.; Fabricator: Fargo Foundry Co., Fargo, N.D.





USS Structural Steel

delivered quickly in far-away places

NORTHWEST of Fargo is the town of Minot, North Dakota, about 50 miles from the Canadian border. It's not the easiest place to reach with structural steel shipments, but when they wanted steel for a state fair grandstand, they got it . . . pronto . . . from United States Steel.

The order called for 92 tons of structurals, 112 tons of Multigrip Floor Plate and 6 tons of DI-LOK Reinforcing Bars. The steel was fabricated in Fargo, about 225 miles away, delivered to Minot, and erected there in 75 days. This is another case that points up the advantages of dealing with United States Steel. On large or small jobs, you get service when you need it in any section of the country.

Quick deliveries: Recent expansion of production facilities assures quick deliveries and continuing avail-

ability of USS Steel Shapes and Plates to accommodate the increasing demands of the construction industry.

For your copy of "USS Steel Shapes and Plates," a handbook containing details, dimensions and weights of available sections, write to United States Steel Corporation, 525 William Penn Place, Pittsburgh 30, Pa.

USS and DI-LOK are registered trademarks



United States Steel Corporation — Pittsburgh
Columbia-Geneva Steel — San Francisco
Tennessee Coal & Iron — Fairfield, Alabama
United States Steel Supply — Steel Service Centers
United States Steel Export Company

United States Steel



Hotpoint Deluxe Automatic Dishwasher with exclusive Double-Deck
Washing Action, Model DE-1. Hotpoint Customline® Bi-Level oven with
automatic eye-level controls, Model RLG702. Hotpoint Customline
surface cooking section with Calrod® Recipe Heat Units, Model RU45.



MORE WOMEN COOK ON RANGES MADE BY HOTPOINT THAN ON ANY OTHER KIND

Hotpoint has made over 5 million electric ranges, far more than any other manufacturer. Such dramatic proof of public preference clearly indicates the salespower Hotpoint appliances add to your homes.

Sales-building public preference like this is the result of over 50 years of product leadership. This leadership stems from the public's trust in the superior quality and outstanding performance found in every Hotpoint appliance.

Remember, Hotpoint appliances are the best investment you can make to sell more homes because . . . when you build in Hotpoint, you build in public preference.

Community Builders, Inc. Feature Hotpoint Appliances

Community Builders, Inc. are using the home-selling power of Hotpoint's established public preference in the kitchens of their big, new Sleepy Hollow Woods project in Fairfax, Va.

To help sell more homes faster, Community Builders include these Hotpoint appliances: Customline built-in ovens and surface cooking sections, automatic dishwashers, Disposall® food waste disposers, and refrigerators.

when you build in Hotpoint, you build in Public Preference

Hotpoint
A Division of General Electric Company, Chicago 44, Illinois



ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE
DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS

Why is RHEEM-RICHMOND The Fastest Growing Name in Plumbing Fixtures?

IT WOULD be too easy to say that *Quality* is all that lies behind the rise of RHEEM-RICHMOND to such an important place in the manufacturing of Plumbing Fixtures. A lot of different things go to make up *Quality*.

Superior Materials

RHEEM-RICHMOND Plumbing Fixtures are made of controlled process enameling cast iron, the finest enamels and the best china clays. This means we start with the finest ingredients.

Exceptional Design and Top Engineering

For beauty of line, for arrangement of flat and curved surfaces, you'll find RHEEM-RICHMOND fixtures styled for today — and yet with good taste



that will be just as good years from now. And for functional engineering — you'll see that RHEEM-RICHMOND makes no compromises, insists on top

performance. The Futura lavatory on the lower left is an example of RHEEM-RICHMOND's modern styling and superior engineering ...

Skilled Manufacturing Personnel

For length of service and pride of craftsmanship, the men of RHEEM-RICHMOND are outstanding in the industry. Supporting these craftsmen is an unequalled system of checking and final inspection. We add *Quality Control* to *Quality Materials* and *Quality Workmanship*.

Complete Line, Full Selection

By "complete" we mean complete in all aspects — color range, matching



design, price—for all residential, industrial and institutional uses. Throughout the completeness of this line, RHEEM-RICHMOND maintains its outstanding quality. There is a RHEEM-RICHMOND Plumbing Fixture for your every plumbing need.

Perfectly Matched Colors

The home-buyer or remodeler can choose from seven colors (plus "Whiter-White") of RHEEM-RICHMOND fixtures — each color per-



fectly matched, in a wide choice of matched designs. What's more, RHEEM-RICHMOND provides this variety of colors in each price bracket. For example, this new RHEEM-RICHMOND closet combination pictured above, The Lacrosse, with its modern lines, is actually priced in the economy bracket.

Colors are worth extra emphasis, because they are probably the quickest way to measure quality — again, quality that goes all the way from materials to final inspection. RHEEM-RICHMOND's non-fading colors really match — and match forever.

More New Products

Continuing product development is another reason for the rapid growth of RHEEM-RICHMOND. As an example, the 1959 line offers still more new closet combinations. Among others is the Claymore, pictured to the left, with its luxury look in the moderate price range.

What This Means to You

Apart from your pride in selling proved quality, you make more profit with RHEEM-RICHMOND fixtures by eliminating headaches and call-backs. So you profit and the ultimate consumer profits.

This is the story behind the Fastest Growing Name in Plumbing Fixtures. Write for literature.



RICHMOND
PLUMBING FIXTURES DIVISION

Rheem Manufacturing Company, Metuchen, New Jersey



Westinghouse

TOTAL ELECTRIC HOME

HEATING - COOLING - APPLIANCES



Deluxe Westinghouse Built-In Oven (Model OMA) and Range Platform (Model PMD) in kitchen featuring Westinghouse Heirloom Maple Wood Cabinets and Micarta® counter top.

NEW FROM WESTINGHOUSE...

Built-in oven with side-mounted controls!

Here's the perfect blending of oven design and convenience, beautifully styled in the "Shape of Tomorrow." For the first time, controls are located at the side . . . out of the heat zone, yet still at eye level. The oven is available in models for built-in installation and for stacking on base cabinets.

Along with dramatic new design, it features a Built-In Rotisserie and the exclusive Serv-Temp Roast Guard that cooks meat and fowl exactly to taste . . .

keeps it that way, even though dinner's delayed for hours. Another model of this oven, also completely automatic, is available without Rotisserie and Roast Guard.

The compact Range Platform (shown) has 4 fast Corox® units, choice of 1001 surface heats and Remote Control Panel. Westinghouse offers 10 oven and 7 platform models for built-in kitchens. Contact your Westinghouse distributor today for further details.



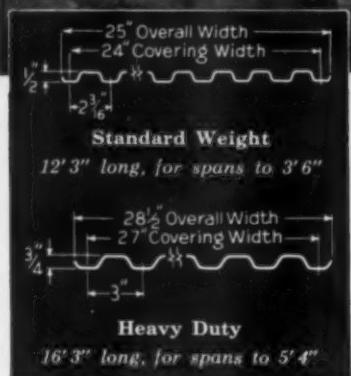
NEW CLEANING CONVENIENCE. New Lift-Off Door takes the work out of oven cleaning. Spread-Even Heaters plug out and in like a lamp cord.



YOU CAN BE SURE...IF IT'S

Westinghouse

Westinghouse Electric Corp., Major Appliance Division, Contract Sales Dept., Mansfield, Ohio



**Faster construction
of floor and roof slabs
over spans to 5' 4"**

Concrete slabs cost less with Milcor Ribform

This permanent, high-tensile steel form is quickly laid and welded to structural supports. Ribform is indispensable in locations where it is impractical and expensive to strip wood forms. Ribform immediately becomes a working platform for all trades.

Ribform uses less concrete than flexible types of centering. It is poured and finished in one operation. Deflection at mid-span is as little as $\frac{1}{4}$ inch under 3" of wet concrete at a maximum span of 5' 4" (based on a design stress of 30,000 psi).

See Sweet's Light Construction File section 1b/In.

RD-31



MILCOR® Ribform

INLAND STEEL PRODUCTS COMPANY
DEPT. F, 4025 WEST BURNHAM STREET, MILWAUKEE 1, WISCONSIN Member of the Steel Family
ATLANTA, BALTIMORE, BUFFALO, CHICAGO, CINCINNATI, CLEVELAND, DALLAS, DENVER, DETROIT,
KANSAS CITY, LOS ANGELES, MILWAUKEE, NEW ORLEANS, NEW YORK, ST. LOUIS, ST. PAUL

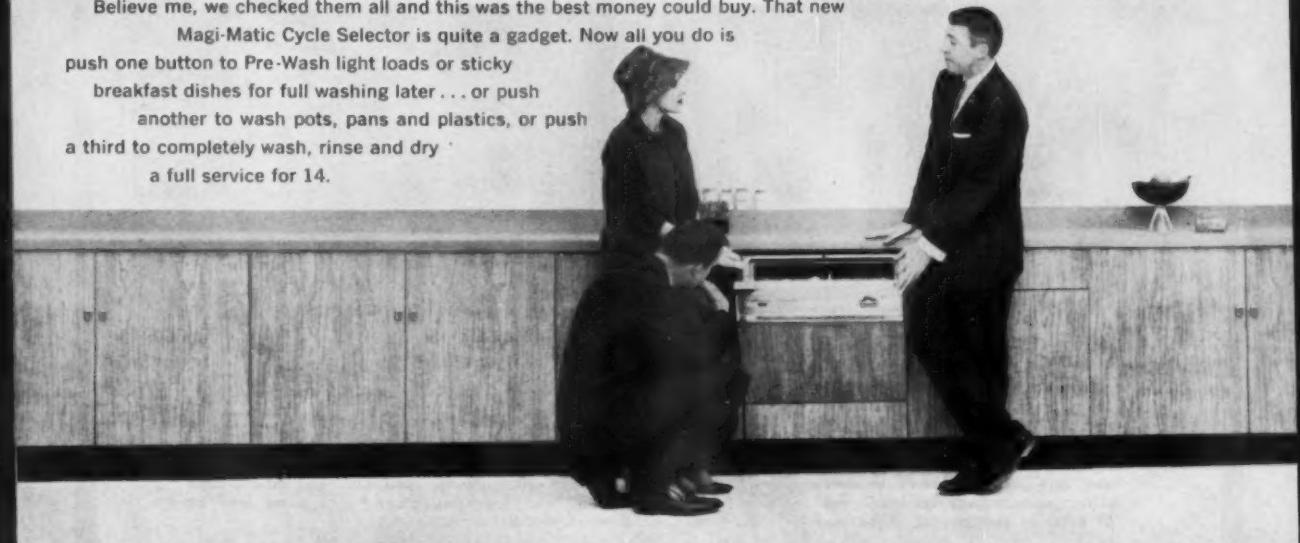
Looks like this kitchen is a real "wife saver".
Let's take the "cook's tour".



Yes, Ma'am, you're just like most ladies . . . First thing that catches your eye is that WASTE KING automatic dishwasher.

Believe me, we checked them all and this was the best money could buy. That new

Magi-Matic Cycle Selector is quite a gadget. Now all you do is
push one button to Pre-Wash light loads or sticky
breakfast dishes for full washing later . . . or push
another to wash pots, pans and plastics, or push
a third to completely wash, rinse and dry
a full service for 14.



Like the super-quiet, super-fast garbage disposer . . . it's another
famous* **WASTE KING** appliance.



*Famous because 33 million men
and women are reading about
WASTE KING in Living, House
Beautiful, American Home, and
House & Garden. For full facts on
the Magi-Matic and all other
traffic-stopping WASTE KING
appliances, write to:



WASTE KING CORPORATION

3800 E. 50th Street,
Los Angeles 56, Calif.

BRIXMENT MORTAR

Is Waterproofed— More Impermeable



Prepare two slabs of mortar, one with Brixment and one with ordinary cement-and-lime mortar. After mortars have hardened, seal a lamp chimney to each of the mortar slabs, and fill with water.



After 24 hours, note how much water has gone into and through the ordinary cement-and-lime mortar, and how little water has gone into or through the Brixment mortar.

High impermeability is desirable in mortar because: (1) It helps prevent the mortar from becoming saturated, thereby helps protect it from damage caused by freezing and thawing. (2) It helps prevent efflorescence by checking the passage of water and keeping it from percolating down through the wall. (3) It helps prevent the absorption of moisture up from the foundation and into the wall.

Brixment is highly impermeable. It contains an effective air-entraining, water-repelling agent. Even under pres-

sure, water will not readily penetrate Brixment mortar.

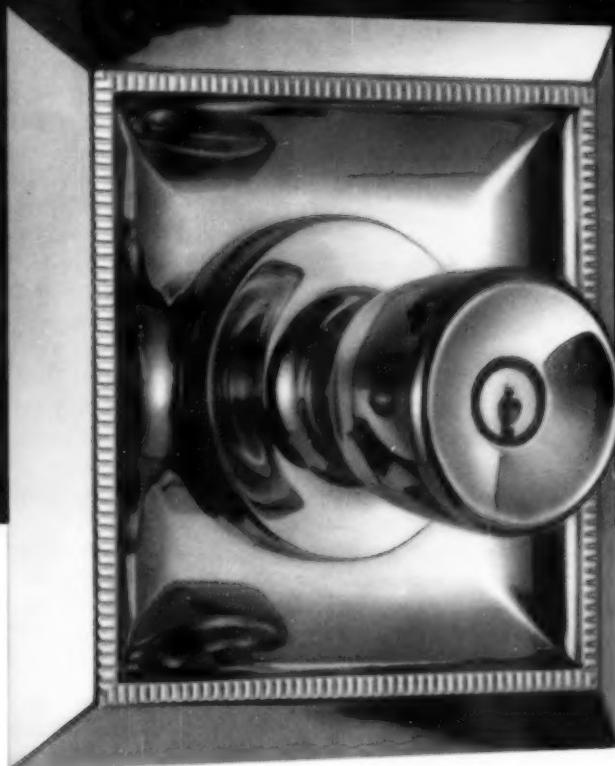
Brixment easily meets the special requirements of the Federal Specifications for water-repelling masonry cements.

High impermeability is only one of many advantages which have helped make Brixment the most widely-used masonry cement on the market. It will be worth your while to hear all the advantages of Brixment, the next time a Brixment salesman calls on you. Or write direct for full details.

LOUISVILLE CEMENT COMPANY, LOUISVILLE 2, KENTUCKY

Cement Manufacturers Since 1830

Introducing the brilliant new
Sonic



the
finest in
distinctive
lockset
design

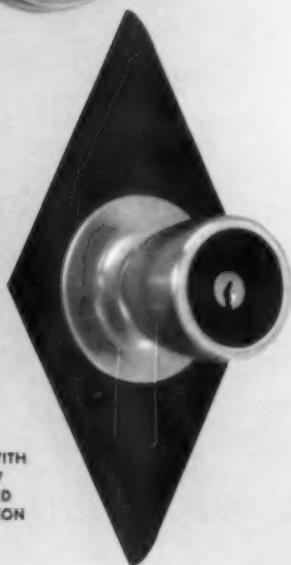
SHOWN WITH NO. 486
SQUARE ESCUTCHEON

NATIONAL LOCK set.





SHOWN WITH
NO. 496 ROUND
ESCUCHÉON



SHOWN WITH
NO. 497
DIAMOND
ESCUCHÉON

...the distinctive new

Sonic

brings new decorative
freedom to your customers
...new sales records to you!

Sonic . . . the smart new note in graceful lockset styling. Used with a host of decorative escutcheons, this NATIONAL LOCKset creation brings the most modern eye-pleasing beauty to every doorway. The skillfully proportioned Sonic knob is available with optional inserts in contrasting finishes. Cash in on this brilliant new lockset that's destined to be first choice with builders and homeowners alike. Remember, NATIONAL LOCKset is soundly engineered to provide troublefree performance for years to come. Order your stock NOW!

functions and features

Key Locks, turnbutton and pushbutton types, Key Control Locks, Privacy Locks, Patio Locks, Passage Latches and Dummy Trim are all available with the distinctive new Sonic knob. New, larger rose (2 $\frac{1}{16}$ " dia.) permits installation in 1 $\frac{1}{8}$ " to 2 $\frac{1}{8}$ " bored hole. Locksets are supplied with standard 2 $\frac{3}{8}$ " backset . . . 5" or 18" backset latch bolts are available. All NATIONAL LOCKsets are panic-proof. Key Locks, in both five-pin tumbler and plate tumbler types, can be keyed in every popular keying combination. Privacy Lock has emergency release. No special key required. Easily installed, NATIONAL LOCKset dependable service eliminates "call backs" for costly repairs.

finish and finish combinations

Sonic locksets are available in Bright Brass (3), Dull Brass (4), Dull Bronze (10), Satin Aluminum (28), Bright Chrome (26) and Dull Chrome (26D) finishes and split finishes. Two-tone Sonic locksets are available with the following combinations . . . Bright Brass (3) with Satin Black Aluminum Anodized (28D) insert . . . Bright Chrome (26) with Dull Bronze (10) insert and rose . . . Dull Bronze (10) with Dull Chrome (26D) insert . . . Satin Aluminum Anodized (28) with Satin Black Aluminum Anodized (28D) insert.

Medalist

HARDWARE DIVISION
NATIONAL LOCK COMPANY
ROCKFORD, ILLINOIS

J U N E 1 9 5 9

...The challenge is tremendous

It's going to take some hustling just to keep up with the way the building industry is on the move. Look at this staggering statistic: 10,000 new builders enter the industry every year.

When you add them to the builders, contractor-builders, and carpenter-contractors who are already in business, you're faced with well over 200,000 competitors.

That's a mighty big parade. And it's moving fast in all directions.

...What are you going to do about it?

The cover of this issue of AMERICAN BUILDER is headlined: "Building is a business." Here's what we mean:

You've heard of building with blood, sweat, toil, and elbow grease...with hammers, saws, planes...with bricks, boards, cement. But we think the most important stuff that goes into building is brains. We think that brain power is what separates the men from the boys in this building parade. We think your share of the business in this parade absolutely depends on whether or not you have developed enough brain power to qualify as a businessman-builder.

...What kind of a builder do you want to be?

You don't have to be a big builder to be a businessman. We know many a small-volume builder who wouldn't be a big builder on a bet. They're not the least bit concerned when they hear authorities say: "The future belongs to the big builder."

That's because they are businessmen enough to keep both ears open. They've heard other authorities say: "The future belongs to the medium and small builders."

The main thing to know is what part of the parade you want to be in and how to keep in step. Then you want to know where your part of the parade is headed.

...These statistics will help you plan your future

Your market is changing . . .

**...it can help you or hurt you,
depending on what you do**

Take a close look at the chart on the opposite page. It tells how many homes will be built in 50 major building areas during the next five years.

If you're building in one of those areas, our newest research project has tremendous significance for you. If you're building in San Jose, Calif., for example, you'll see that nearly 54,000 more dwelling units will be built there in the next five years than were built in the last five years. And you'll realize that such remarkable growth (up 90.9%) can either help you or hurt you, depending on what you do about it . . . about land . . . about financing . . . about design . . . about construction . . . about men and materials and management.

But suppose your home base is not included on the chart. Our research is still important to you:

It pinpoints areas of opportunity you might want to move to (or areas you might want to avoid).

It suggests that your own market might have ups or downs as much as any covered in the study. (Where in your own backyard do the hottest opportunities lie?)

It proves—because the sample is so big—that all building is on the move today. (And if markets are on the move, are you a builder on the move?)

It's how you answer that last question that will really determine your place in the building parade over the next five years or so. (In or out?)

Our Research Department wants it made clear that the areas shown on the chart aren't necessarily

the largest in terms of dwelling-unit rate, population, or growth potential. They are merely a start in the right direction. (Another 50 areas are now being studied, as you'll see in our October issue. Appropriately enough, that issue is a very special one. It's our "1960 Builder's Planning Issue.")

The point I want to make is this: our "Markets on the Move" research project is a continuing one. We want very much to do something about the terrible gap between data that is available on the national level (and none too good at that) and the skimpier data that is available on the local level.

And so is our editorial coverage of the various "Markets on the Move" a continuing one. We begin it in this issue, with Washington, D. C.

We're covering local markets because most of them have powerful lessons for you no matter where you build. As you'll see in this issue, it takes the same business know-how to be a builder-on-the-move in Washington, D. C., as it does in Houston. And the Washington builder's local problems today may be the Houston builder's local problems tomorrow.

That's because the American people are in the middle of a quiet revolution. Everywhere you go, they are moving about, marrying earlier, growing in numbers, living longer, increasing their incomes, spending more money, changing their ideas about housing as never before. And it's only when you've nailed down *what* they want and *where* they want it that you can nail down *how* to give it to them.

One thing is certain: they set up a powerful building future that does not belong solely to the big builder. For that matter it does not belong solely to the medium builder or to the small builder. It belongs to *any* builder smart enough to grab an opportunity when he sees it.

You might be interested to know that a report on our "Markets on the Move" is in the hands of your Congressman. We're hoping it will help Congress understand that a dynamic industry like ours should not be bottled up.

Look at that chart again: in those 50 areas alone, we'll build 816,800 more houses from 1959 through 1963 than we built in the last five years.

Walter Reece Browder

Editor

◀ SURVEY RESULTS were first outlined publicly at last January's NAHB convention, in Chicago. Here Editor Walter Browder, left, and West Coast Manager Bayne Sparks tell the story to 500 building-products marketers.



How building markets will change in 50 leading metropolitan areas

STANDARD METROPOLITAN AREAS	DWELLING UNITS BUILT FROM 1954 THROUGH 1958	DWELLING UNITS TO BE BUILT FROM 1959 THROUGH 1963	NUMERICAL CHANGE	PERCENT OF CHANGE
LOS ANGELES	448,400 [1]	669,100	+220,700	+ 49.2
NEW YORK	403,900 [2]	359,000	- 44,900	- 11.1
CHICAGO	236,200 [3]	207,400	- 28,800	- 12.2
SAN FRANCISCO	122,800 [6]	203,300	+ 80,500	+ 65.6
PHILADELPHIA	136,600 [5]	193,300	+ 56,700	+ 41.5
MIAMI	84,700 [8]	156,300	+ 71,600	+ 84.5
HOUSTON	73,600 [9]	145,500	+ 71,900	+ 97.7
DETROIT	157,600 [4]	138,700	- 18,900	- 12.0
SAN JOSE	59,300 [12]	113,200	+ 53,900	+ 90.9
WASHINGTON	96,700 [7]	107,200	+ 10,500	+ 10.9
CLEVELAND	61,400 [11]	89,900	+ 28,500	+ 46.4
SAN DIEGO	69,000 [10]	85,200	+ 16,200	+ 23.5
PHOENIX	53,300 [15]	85,000	+ 31,700	+ 59.5
ST. LOUIS	55,300 [14]	72,600	+ 17,300	+ 31.3
MINNEAPOLIS-ST. PAUL	57,800 [13]	69,600	+ 11,800	+ 20.4
DALLAS	65,800	65,300	- 500	- 0.8
COLUMBUS	36,600	53,200	+ 18,600	+ 50.8
KANSAS CITY, MO.	44,000	52,400	+ 8,400	+ 19.1
ATLANTA	51,300	52,200	+ 900	+ 1.8
DENVER	52,800	51,400	- 1,400	- 2.7
PORTLAND, ORE.	22,700	41,400	+ 18,700	+ 82.4
NEW ORLEANS	27,200	40,900	+ 13,700	+ 50.4
SEATTLE	45,000	40,200	- 4,800	- 10.7
MEMPHIS	27,200	39,800	+ 12,600	+ 46.3
BUFFALO	42,800	37,500	- 5,300	- 12.4
CINCINNATI	33,500	28,900	- 4,600	- 13.7
INDIANAPOLIS	27,300	26,700	- 600	- 2.2
LOUISVILLE	30,600	25,000	- 5,600	- 18.3
OMAHA	13,100	20,100	+ 7,000	+ 53.4
LORAIN-ELYRIA, O.	7,500	15,900	+ 8,400	+ 112.0
BIRMINGHAM	25,200	15,800	- 9,400	- 37.3
TOLEDO	13,100	15,500	+ 2,400	+ 18.3
DES MOINES	7,000	13,200	+ 8,200	+ 117.1
NEW HAVEN	8,000	14,000	+ 6,000	+ 75.0
LITTLE ROCK & N. LITTLE ROCK	8,900	13,000	+ 4,100	+ 46.1
DAVENPORT-ROCK ISLAND-MOLINE, IA.	6,000	11,000	+ 5,000	+ 83.3
LUBBOCK	7,100	10,500	+ 3,400	+ 47.9
TRENTON	4,200	10,200	+ 6,000	+ 142.9
ROCHESTER, N. Y.	15,900	10,000	- 5,900	- 37.1
WINSTON-SALEM	5,500	9,300	+ 3,800	+ 69.1
CHARLOTTE	5,200	9,000	+ 3,800	+ 73.1
SOUTH BEND	6,000	8,900	+ 2,900	+ 48.3
ROCKFORD	8,500	8,200	- 300	- 3.5
KALAMAZOO	6,000	7,200	+ 1,200	+ 20.0
CHATTANOOGA	7,500	6,600	- 900	- 12.0
FORT WAYNE	3,300	6,300	+ 3,000	+ 90.9
ERIE	4,600	6,300	+ 1,700	+ 37.0
BIRMINGHAM	3,900	5,700	+ 1,800	+ 46.2
DURHAM	1,900	4,300	+ 2,400	+ 126.3
SPRINGFIELD, ILL.	1,400	2,900	+ 1,500	+ 107.1
Total	2,793,200	3,478,000	816,800	+ 29.2

We will send you more information

Take Cleveland, Ohio, for example: Our researchers have statistics for both Cuyahoga and Lake Counties. Estimates are that Cuyahoga will build 55,400 new dwelling units between 1959 and 1963 to accommodate an increase in population of 126,595; Lake will build 34,500 units, to house an increase in population of 78,810. Similar details, and more, are available on each of the standard metropolitan areas listed above. For the full story, write to Research Department, AMERICAN BUILDER, 30 Church Street, New York 7, N.Y. Ask for our free "Markets on the Move" data.

Here's how the forecast was made:

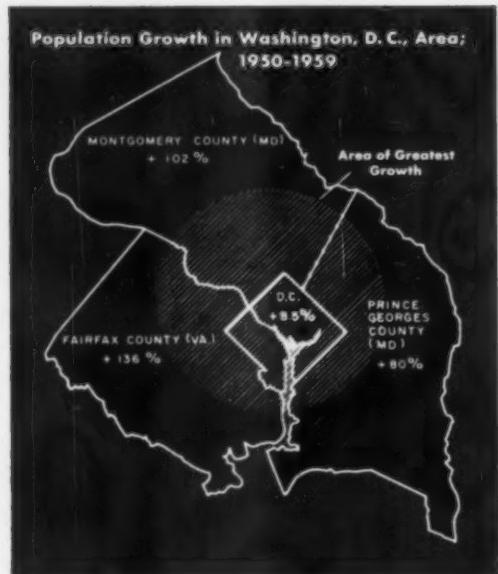
Using information from 150 sources, we determined how many dwelling units were built in an area during 1950-57. This figure was divided by the number of new households formed in the area during that period. This gave us the dwelling-unit factor.

Now, to make the actual forecast, the dwelling-unit factor, plus an allowance for increased demolitions, was multiplied by the number of new households expected in the area during 1959-63. The result was the number of new dwelling units to be built in 1959-63.

How they grew with their market



No matter how big or small you are



Washington, D.C.,

Washington is one of the most active markets on the move. Probably like your own, it is changing in many ways—and most of this change is growth: more people, higher income, more houses (and, not surprisingly, more builders).

The map at left shows how the Washington area's population has grown in the last decade.

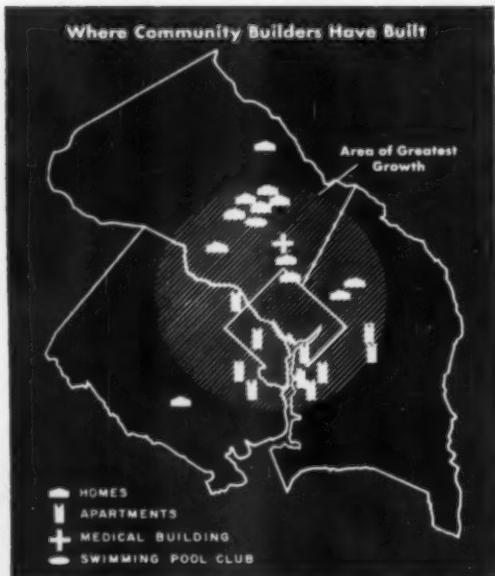
According to AMERICAN BUILDER's new research report, "Markets on the Move," more than 96,000 dwelling units were built in the D.C. area from '54 to '58. Sure enough, during this period, the total number of builders in the Metropolitan Home Builders Assn. of Washington alone went up steadily from 180 in 1950 to 220 in 1954 and 261 in 1959.

What makes Washington such a desirable area for future home building?

First, a new circumferential highway to be completed within 3-4 years will open vast new areas of land to development, by placing it within 45 minute's commuting time of D.C.

Also, within the next five years anticipated population growth for the Washington area will be

How a small builder grew



In their first three building years—1948-1950—the partners who make up Community Builders built some 100 houses with a total value of slightly over \$1 million. This year their combined building will top \$7 million in volume.

During the nine years in between, these builders have grown from small home builders to big, diversified builders of commercial, income-producing properties—including apartment houses, office buildings, and even a swimming pool (see pp. 88-90), as well as one-family houses (pp. 78-83).

To see how they keep pace with the burgeoning Washington market, compare the map at left with the one above it. The most obvious thing shown by the comparison is that nearly all of Community Builders' jobs have fallen within the area of greatest population growth. This was no accident.

But notice something else: CB put up almost all of its one-family houses in rich Montgomery County. They put their apartment houses in Fairfax and Prince Georges Counties, which, despite enormous population growth, rank 26th and 27th, respectively, in terms of income.

has a story to tell you

over 258,000, a 12.4 per cent increase. There will be 71,500 new households and 107,200 new dwelling units built in this same area.

As for buying power: about half the working population in Washington is on the government payroll—and comparatively well off. Montgomery County (Md.), for example, has the highest average family net income in the U.S.—\$9,068 in 1958, according to *Sales Management** magazine.

Net income per family in the metropolitan D.C. area has gone up 35 per cent in 1950-58, from \$5,783 to \$7,799 (sixth highest in the U.S. for metropolitan areas), according to *Sales Management's "Survey of Buying Power."* (Most of the gain came in 1950 and 1954, when the area ranked No. 1 in the U.S.) Arlington County, with \$8,336, ranks sixth, among counties in the nation. D. C., without surrounding counties, ranks 21st (when considered as a county), with \$7,472. Fairfax and Prince Georges Counties, with \$7,364 and \$7,304, respectively, rank 26th and 27th.

*Cpr. 1959, Sales Management Survey of Buying Power, further reproduction not licensed

with the market

Alert to the stability of this steadily growing market, the builders have been on constant lookout for good land buys. Greenberg, who's responsible for acquiring land for the firm, figures that most of the usable land in Maryland within reasonable travel distance (4-5 miles from downtown Washington) has been bought up. "The situation will be the same in Virginia in another six months," he says. "And the remaining land owners can be expected to hold out for higher prices and sell in large parcels only (100 acres at a clip, minimum).

In the past year Greenberg has launched a planned effort to buy considerable additional investment and housing land. At AMERICAN BUILDER's "Markets on the Move" breakfast during the NAHB Convention last January, he heard enough to confirm his own ideas, acted on the spot to close a deal he'd been considering.

As this story goes to press, CB has completed at least four land transactions this year—two for housing and two for apartment sites. All the land involved, says Greenberg, has increased in value within the last 60 days.

What this story

means to you

... no matter

where you build

This is the story of one company of builders in one market affected by change—change in living habits, working conditions, income. It's the story of a group of small builders who became big by keeping pace with these changes. How they met their challenge is told on the next 15 pages—including the way they manage their business, plan their land, build, and merchandise. It's a story for you—wherever you build—because few areas today remain unaffected by the pressure of change in key markets throughout the U. S. Business, which brings people, and people, who create markets, are both on the move. This movement is bound to influence your market—and create similar challenges and opportunities.

... no matter

how big you are

Big and small builders alike are today more alert than ever to the need to update their methods in every phase of the building business. Because this story tells of small builders who became big builders by being smart in the way they manage their business and plan their land, by the way they build—whether it be homes, apartments, or office buildings—and by the way they merchandise—because these methods work for them now as big builders as well as when they were small builders, this story is for you.



Merchandising partner

At wheel of car, Herman Greenberg takes call from advertising agency to approve change in ad copy.



Design partner

Moving between jobs, Albert Small gets quick action on design changes via radio contact with . . .

Fact No. 1 of Markets on the Move: "Building"

In 1950 these men were small-volume builders: Ralph Ochsman built 26 houses that year; Albert Small and Herman Greenberg built 35. Morty Funger was still in school.

Today, three years after forming a four-way partnership, they're one of Washington's biggest "builders on the move." (This year, they'll build over 250 houses and three apartments with 380 units worth a total of over \$7 million.) That's because each man is a specialist, doing a specific job or combination of related jobs (see cutlines).

Underlying their business philosophy is a rock-ribbed dollars-and-cents approach that any builder might envy: "Save pennies where you can, so you can spend them where you should."

One economy—one with several big pluses—involves their amazingly efficient communication system. They use seven two-car radios—one for each of the partners, the rest for maintenance trucks. Expensive? Not the way they do it.

All seven units are second-hand police radios. Total cost: \$225, installed. For \$15 a month per set they buy just about all the air time they need from a local private transmitter. Maintenance and depreciation: \$7 a month per set.

What do they get?

- Time savings: immediate contact with each



Construction partner

. . . Ralph Ochsman, who supervises all building operations and relays information on his field needs to . . .



Management partner

. . . Morty Funger at headquarters office of company, in charge of all office management functions and personnel.

is a business"



other within a 40-50-mile radius.

• *Customer satisfaction:* maintenance calls are answered promptly.

• *Good work co-ordination:* material shortages and other emergencies are handled immediately.

A second form of savings comes from Community Builders' smooth method of handling its pre-settlement inspections. One week before settlement, the maintenance superintendent takes a personal trip with the buyer to inspect the house for any defects. At this point the super goes out of his way to find trouble spots. His friendly, cooperative attitude, the builders find, usually precludes unreasonable complaints after the buyer moves in. The super also explains the normal things to expect, such as shrinkage, nail pops, leaky faucets. The buyer is asked to sign an agreement that the defect list is complete.

Three days to a week later the buyer is taken for another inspection, this time to verify that all defects have been corrected. This forestalls blaming faulty workmanship for later damage.

Because of these tactful and thorough steps, the builders themselves do not have to attend the settlement; the title company is usually able to handle this step on the basis of written instructions from the builders.

Perhaps even more important, workmen rarely have to be sent in to do costly—and hazardous—repair work after the buyer has moved in.

Each inspection takes an average of 45 minutes. Thus both inspections cost the builders a maximum of \$5—"very cheap for the benefits we get," according to Morty Funger.

If you have to wear all four hats yourself

It takes multiple talents to produce and sell the world's only multiple-brand product—a house. Many small builders keep adding to their talents by broadening their knowledge of all business functions and sharpening their skills in every facet of building. Even the small-volume builder who hires outside talent must be able to co-ordinate the work of these free-lance specialists.



YEARS AHEAD of purchase, builder Al Small (right) starts research on likely building areas. Here, he discusses, with engineer Sid Dewberry of Greenhorne, O'Mara, Dewberry & Nealon population, topography, location.



SAVING TREES. Builder Ralph Ochsman (right) explains to AMERICAN BUILDER merchandising editor Al Hattal how yellow tape signals bulldozer operator to spare tree. Spray paint might be quicker, less costly.

Fact No. 2 of Markets on the Move:

You can't be better than

"If I were the builder, I wouldn't have bought that land. It was just too damned rough to improve. What's more, we told Greenberg and Small the zoning restrictions made the buy economically unsound."

That, in sum, was the engineer's report 20 months ago. The land involved: 125 acres in suburban Washington, D.C.'s Fairfax County. What caught the builder's eye in the first place?

- A surrounding network of first-rate highways already in or set for early completion.
- Many nearby schools, churches, stores.
- An area free of industry, with zoning laws to keep industry out.
- Neighboring homes of \$20,-50,000, in line with the \$25,000 homes they planned.

First job was to get the county board of supervisors to rezone the area for smaller lots (area called for half-acre.) Two arguments they pushed:

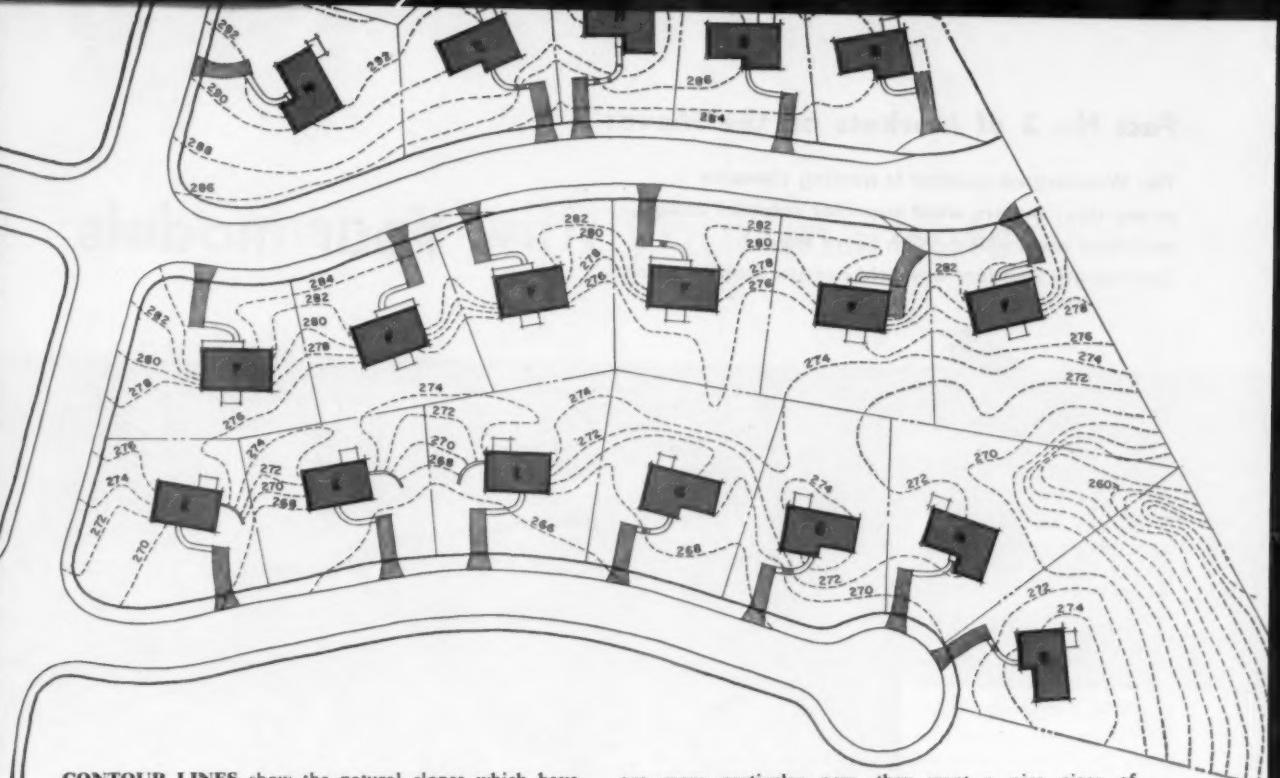
1. Additional tax income from 270 new homes.
2. Their plan for maintaining the natural beauty of the rolling, wooded terrain (the engineers spent twice the usual time siting each house.)

Final rezoning allowed 16,000 sq. ft. average, but with 12,500 sq. ft. minimum. (The builders donated over four acres of a flood plane for computing the average lot size.)

Second job was to design their houses to fit the land well enough to overcome the disadvantages outlined in the engineers' first report.

The builders went an unusual step further: They took their proposed layouts to the local FHA and VA land-planning divisions, consulted with their experts, and incorporated many of their recommendations; e.g., more curved streets and cul-de-sacs; a wider arterial street (at the expense of several lots). This approach helped assure acceptance of the plan by these agencies.

The development, named "Sleepy Hollow Woods," will eventually contain 350 one-family houses, to be completed by 1960 or '61. Last fall, the builders advanced their opening date three months to tie in with an exceptional magazine promotion (see pages 84 and 85). Since then they've sold over 100 homes, are running hard to meet demand.



CONTOUR LINES show the natural slopes which have been left in building lots. Says Greenberg: "By leaving the land as it was, we could save the trees and give our buyers much more interesting lots. People in this market

are more particular now—they want a nice piece of ground around their house, not just shelter." Letters on houses designate models (see below) designed to fit various slopes, avoid "soldiers-in-a-row" look.

your site planning

Architect: Jack S. Cohen, AIA

You need special designs to take advantage of rolling land



BI-LEVEL, model E is designed for lots sloping up from street. Entrance is on lower level, outdoor living on upper.

RAMBLER, model F is built where ground slopes down from the street. Entrance is on upper level, "daylight basement" below.

SPLIT LEVELS, models G and H, are built where the slope goes across the building lot, and is less steep than other lots.

Fact No. 3 of Markets on the Move:

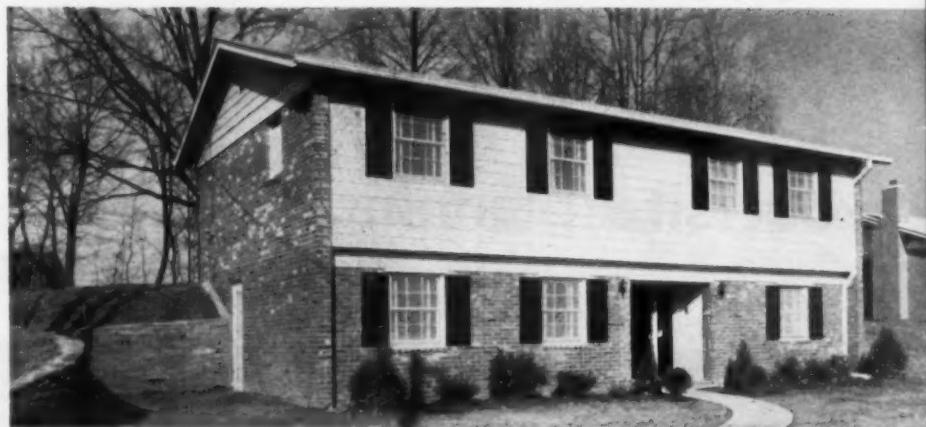
The Washington market is getting choosier every day. Buyers want superior colonial design, and they want value. With these models, Community Builders are sold out six months ahead.



RAMBLER looks like one-story colonial from the street, opens from the basement, onto the outdoor living area in the rear. Basic price is \$23,990. Carport and drive are \$750 extra on this and all other models in the project.



Architect: Jack C. Cohen, A.I.A.

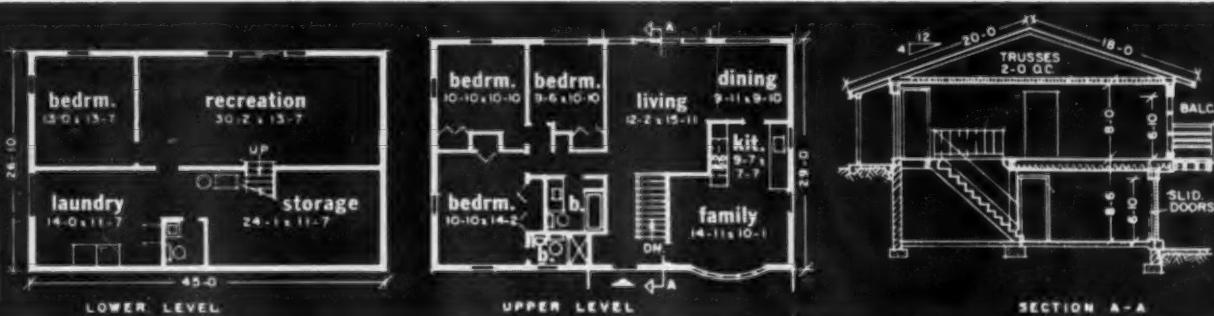


BI-LEVEL, lowest priced of the models, looks like the biggest from the street. It is basically like a two-story colonial. Garrison effect is obtained by making second level frame rather than brick, and cantilevering it slightly.



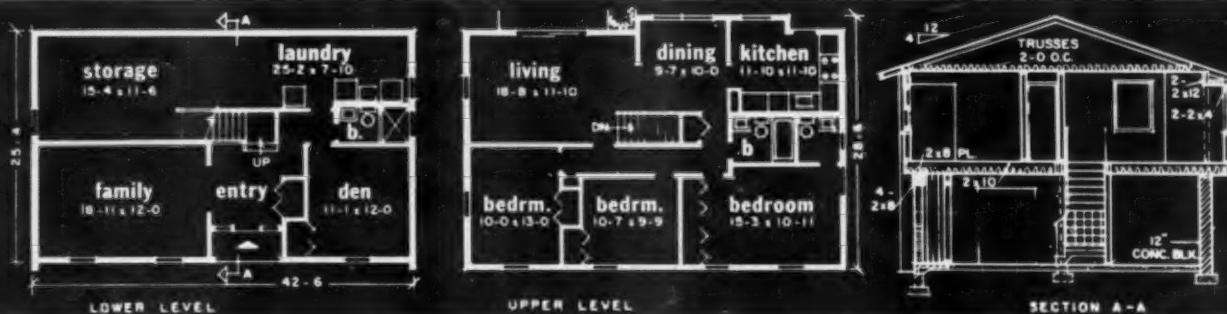
THE WINCHESTER, smaller of the two side-to-side splits, sells for \$24,490. It can be built on almost any lot, from practically flat to considerably sloped. Design is purposely conservative, say builders, to appeal to majority of market.

must change with your markets



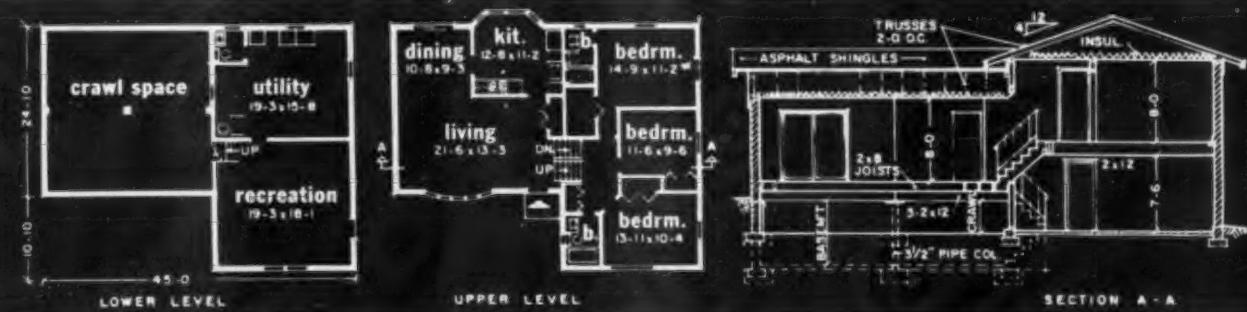
RAMBLER'S FLOOR PLAN is that of the conventional ranch on the upper level. Positioning of the family, living, and dining rooms provides excellent flexibility of living arrangements. Enormous extra area of the lower level has

had wide appeal for families with children. Cross section of house shows the two-foot cantilever in the rear. It adds 90 square feet of low-cost space to the upper level, where it is most needed.



UNUSUAL LAYOUT is made possible by the lower-level entrance of this model. Big entrance foyer, with its king-sized coat closet, is popular sales feature. Study at right of foyer is wood panelled, family room is finished with block,

laid up with stacked joints. Second floor has no entrance problem, is laid out with bedrooms across one side, living area across the back, where it opens out onto the second floor-level terrace.

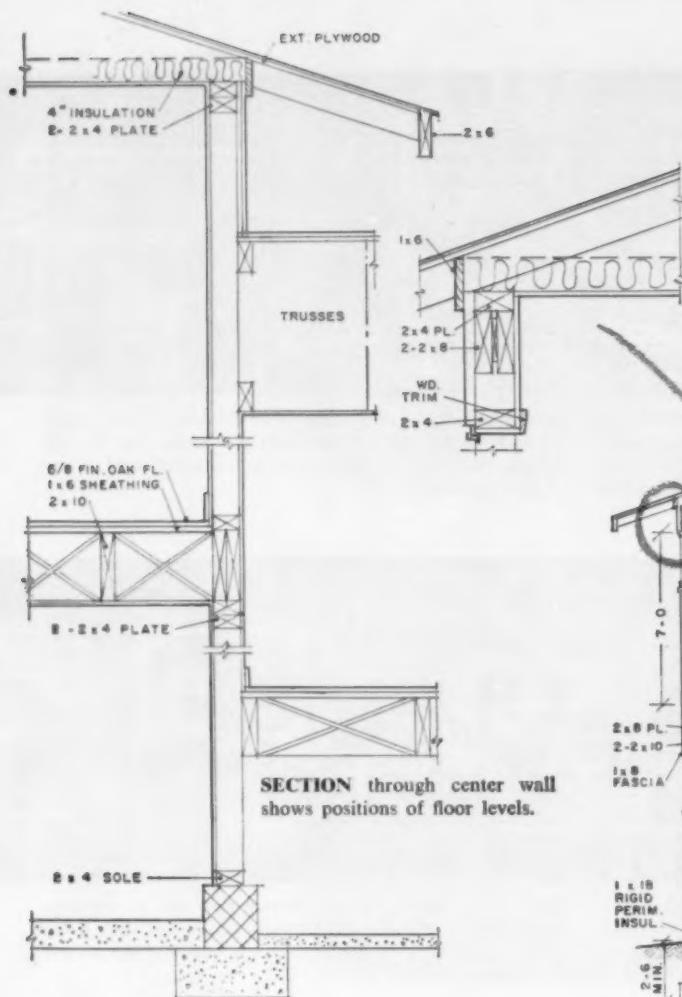


PLAN OF THE "WINCHESTER" is standard for most side-to-side splits, except for bedroom wing. Lining up bedrooms from front to back makes the house deeper but not as long, hence easier to site on variously graded slopes. Big

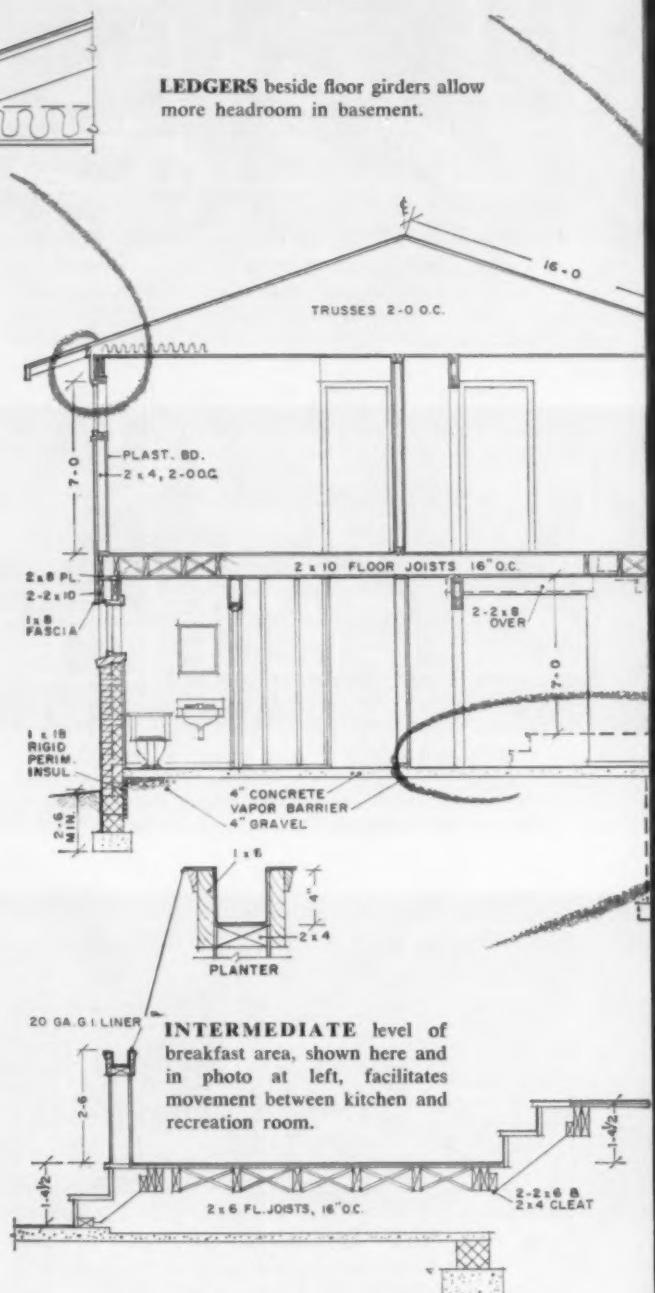
sales features are two full baths upstairs (in addition to the half bath below) and dining bay in the kitchen. Cross section shows house is relatively easy to frame, unusual for the split-level design.

Fact No. 4 of Markets on the Move

Your building must



LEDGERS beside floor girders allow more headroom in basement.



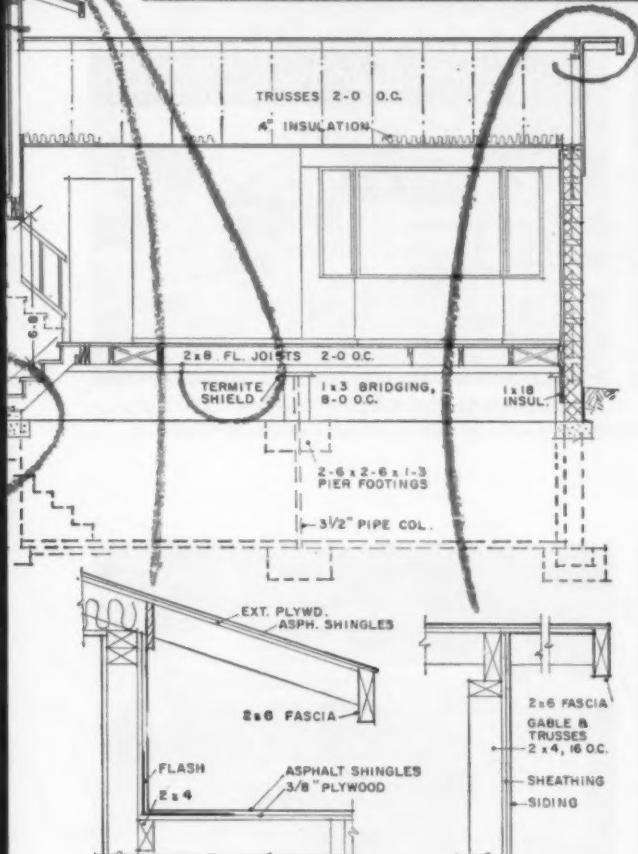
be constantly better

MARKETS ON THE MOVE
BUILDERS ON THE MOVE

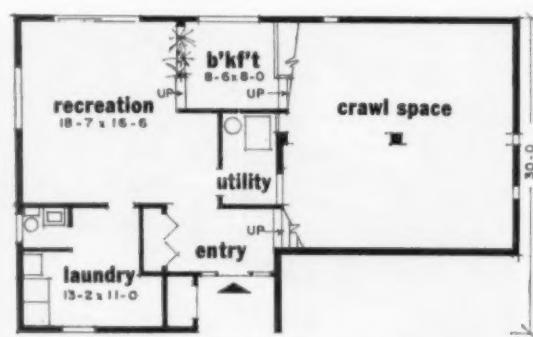
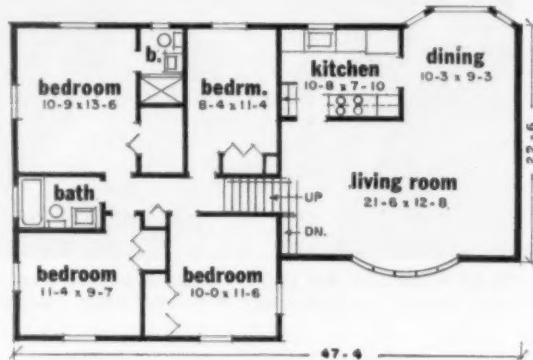
Architect: Jack C. Cohen, A.I.A.



THE "YORKTOWN" is the biggest model offered by Community Builders. Priced at \$24,990, it has four bedrooms, two and a half baths. Note the recessed entrance, set one level lower than usual on this type of split.



LOW-COST OVERHANG is made by extending roof sheathing out beyond wall lines, using 2x6 timbers both as framing and finish trim. Plywood extends at least 4 ft. back on roof.



UNUSUAL FLOOR PLAN takes entrance traffic out of the living room, permits access to kitchen from recreation level. Breakfast-nook detail is shown on the opposite page.

Fact No. 5 of Markets on the Move:

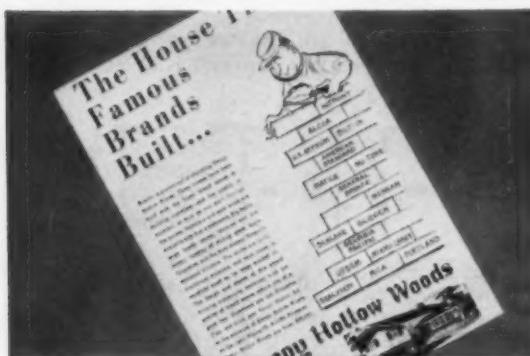
Ideas—more than money—



IN TIE-IN WITH MAGAZINE, the builders took delegates to *McCall's "Congress"* on a police-escorted tour of



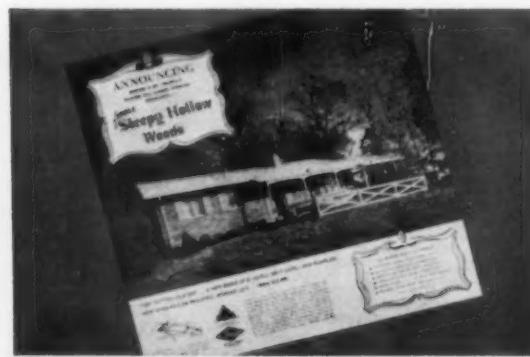
their new models that Washington still remembers. Publicity via radio, newspapers continued for weeks.



QUARTER-PAGE AD lists 17 of the dozens of brand-name products in Community Builders' current models.



SALES-OFFICE DISPLAY of suppliers' sales literature shows prospects wide assortment of quality materials.



HALF-PAGE AD uses quality photograph in effective, prestige-building style, lists awards houses have won.



SIMPLE, BUT DIGNIFIED entrance to community consists of brick and shrubbery put up at little cost.

are selling houses today



**"The big thing is to open with
a smash people will remember"**

Adds Hermen Greenberg: "We work like dogs to get people talking about us from the word 'go'." And they don't miss a bet. To tie in with *McCall's* big "Congress on Better Living" last fall, Community Builders pushed up their opening date three months, shot \$5,000 into publicity before opening to the public. "For a while, we wondered if we weren't going way over our budget of \$150 per house," says Greenberg. "Then sales began to catch up and went ahead of our construction. Now we're under our budget and expect to go lower."

**"We sell brand names because
they help sell our houses"**

"We'd be crazy to waste the built-in sales appeal that manufacturers provide us with," says Greenberg. "They spend a fortune on national advertising. By the time our prospects start looking for a house, they're half-sold on many brand names. So we make sure they know we use those products." Community Builders mounts a permanent sales-of-fice display (left) of manufacturers' brochures describing well-known products in Sleepy Hollow Woods homes, runs ads (far left) listing brand names as evidence of quality construction and equipment.

**"We try to create an image of
prestige for the whole community"**

"We figure our first—and maybe our last—chance to create this impression is right at the entrance to the development," Greenberg explains (see left). From there on, careful attention goes into maintaining this feeling: lawns are manicured, grass is cut every week, model houses are furnished completely by a professional decorator. A maid is on hand every day to keep the houses neat and clean. For buyers' comfort, the sales office is air-conditioned by a window unit that Greenberg will eventually sell at cost to one of his customers.

**Here's how you can create
excitement on a smaller scale**

Put your biggest effort into publicity *before* your opening. Stretch your ad dollars by means of small, but continuing newspaper ads, radio and tv spots in less expensive time periods. Then work with editors to get news coverage. Mail personal invitations to prospects (Greenberg sold 17 houses one week end to people whose names he got during a previous turnout).

**If you use brand names, make
sure your prospects know it**

Take advantage of the vast amount of excellent merchandising aids that utilities, manufacturers, and distributors provide free. These aids range from sales literature and site signs to professional advice on advertising, promotion—from laying out a single ad to planning an entire campaign. And ask them about sharing some co-operative advertising with you.

**A clean, neat, attractive
showcase doesn't cost much**

To be sure you have grass instead of dirt on your lawn, fertilize about two weeks before opening. (Liquid fertilizer leaves no smell, is absorbed fast.) Instead of a full-time maid, hire one to come in once a week and tidy up. Get your brick contractor to build a simple entrance. Have a local store furnish your model in exchange for publicity.

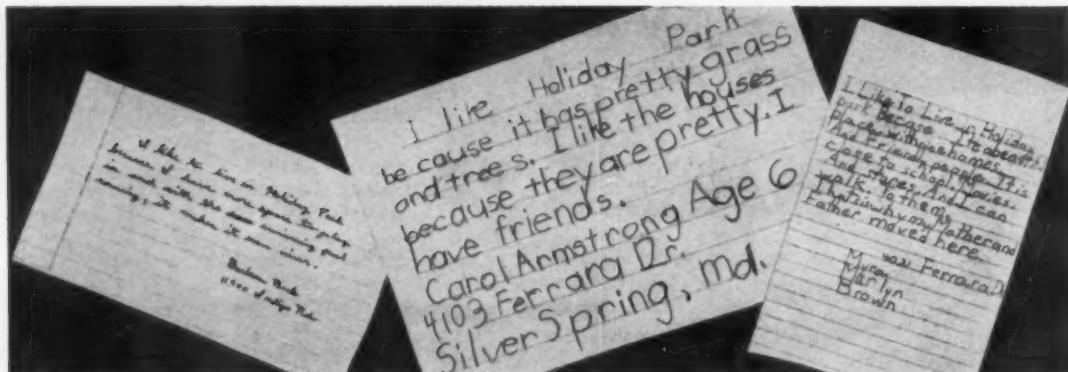


CHERRY-BLOSSOM FESTIVAL brings annual publicity to Herman Greenberg (above, left) and partners. Washington



ton TV stars take part in the event. Here National Cherry Blossom Queen crowns Holiday Park's Blossom Princess.

You can adapt ideas like these



"**I LIKE TO LIVE IN HOLIDAY PARK** because. . . ." In 25 words or less, children provide unique testimonials

describing the community's swimming pool, ample play areas, "pretty grass and trees," "nice homes."



TYPICAL TOUCHES in furnishing model homes even include decorating of built-ins (left) and appliances (right).



Note prominent signs pointing out use of brand-name products and materials in kitchen.

"We make it fun for a family to live in one of our homes"

With great ceremony, Community Builders planted a cherry tree in front of every Holiday Park home. The trees (which cost the builders \$7.50 apiece, including planting and a one-year warranty) were given free to each home owner. The planting was followed next spring by a "Cherry Blossom Festival" featuring prizes for the most attractive floats, costumes, etc. Newspaper editors, radio and tv personalities ate it up. Winners appeared on their programs and gave a priceless amount of free publicity to the development.

to your own market

"We get the kids into the act —and the adults often follow"

For the best 25-word letters by children on "Why I like to live in Holiday Park," Community Builders awarded many prizes. Annual contest, now run by residents for best landscaped front yard, awards large silver cup donated by the builders. Result: the whole family is reminded of the advantages of owning a home in the builders' Silver Spring development. Result: a combination of published, broadcast, and word-of-mouth publicity that gets other prospective home owners through the D.C. area talking about Community Builders' homes.

"We create eye appeal inside the house as well as outside"

"You've got to help people to picture themselves living in your house," says Greenberg. "That's why a furnished model will always outsell an empty one." Community Builders furnished all four of its Sleepy Hollow Woods models. They even got Washington's Hecht Co. department store to revive its decorating department and sell them carpets, draperies at cost, lend furniture for their models. The builders also employed their own decorator to work with the store, and the store mentioned the community in its own newspaper advertising.

Stage a picture-taking holiday for everyone

Tie your event to a local or national holiday the whole family can enjoy—4th of July for the kids, back-to-school for teenagers, vacation time for the grown-ups. Get them to send you their snapshots. Take these snapshots to your local newspaper. If you want to offer nominal prizes for the best pix, invite the whole town (by postcard) to come watch the awards.



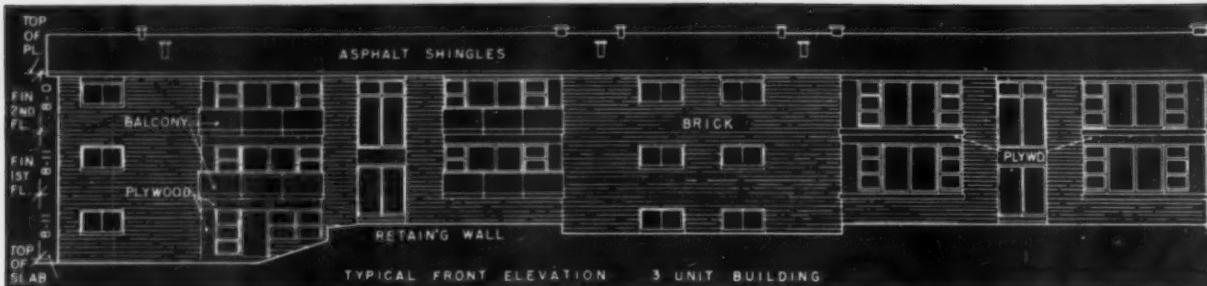
Even if you build only a half-dozen houses

You just can't beat a letter-writing contest for the mileage you get: practically universal interest, youthful enthusiasm, parental co-operation or at least awareness, publicity. Regardless of how many houses you build, you can pick a topic of interest to all the neighbors. Cost: two tickets to the next doubleheader. Put the letters in your ads, brochures, etc.

Complete decorating costs too much? Use "GI" version

Many builders use skeleton-type decorations to show how the house will look when furnished; e.g., bed posts instead of beds; a bolt of fabric instead of draperies; scatter rugs; an occasional chair or table; paintings. Some builders do one room completely. You can mount manufacturer-supplied color samples and swatches. Ask local suppliers for store space to display photos.

Your opportunity is as wide as you make it ▶



GARDEN APARTMENTS are designed as units, two apartments wide and two deep. This building is

Fact No. 6 of Markets on the Move:

Your opportunity is as

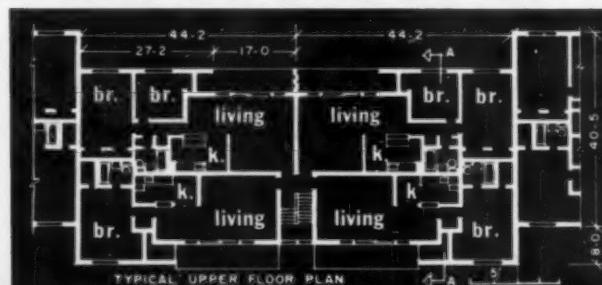
Community Builders doesn't sell everything it builds. Some of its jobs—like these "California-type" garden apartments—are built as income-producing investments

"We try to set aside an investment like this every year or two—such jobs as our medical building or our swimming pool, or our other apartments (see p. 90).

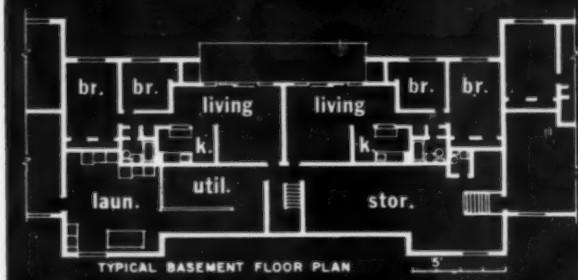
"One warning, though: never siphon off your working capital. What we do is to invest as much as we can of our *excess profits*, if any. The more you invest, the sooner you build up a portfolio of income-producing properties."

The garden apartments shown here, says Greenberg, would be an excellent investment for builders almost anywhere in the country. There is a widespread and growing demand for the small rental unit of this type. The land cost is small: \$200 per unit for the walk-up type (as shown), \$1,000 for the elevator type. Further, the builder himself can put up apartments like these. "They needn't be heavy commercial structures," Greenberg explains. "Ours is a combination of brick and frame that any home builder should be familiar with."

Located in Prince Georges County, the 125-unit walk-ups will be in five buildings. CB has enough land to build another 250 units. Typical one-and two-bedroom units rent for \$90-110 a month.

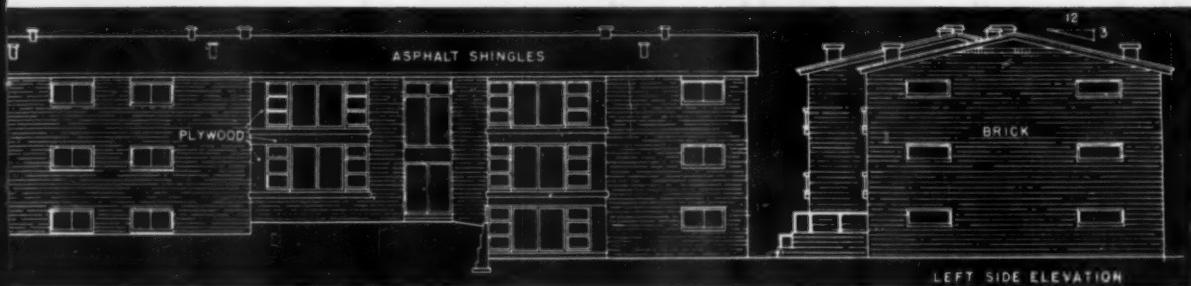


TYPICAL BLOCK of four apartments is shown in this plan. This layout is for second and third floors.



GROUND FLOOR BLOCK has either one utility area, as here, or two, in the case of a middle unit.

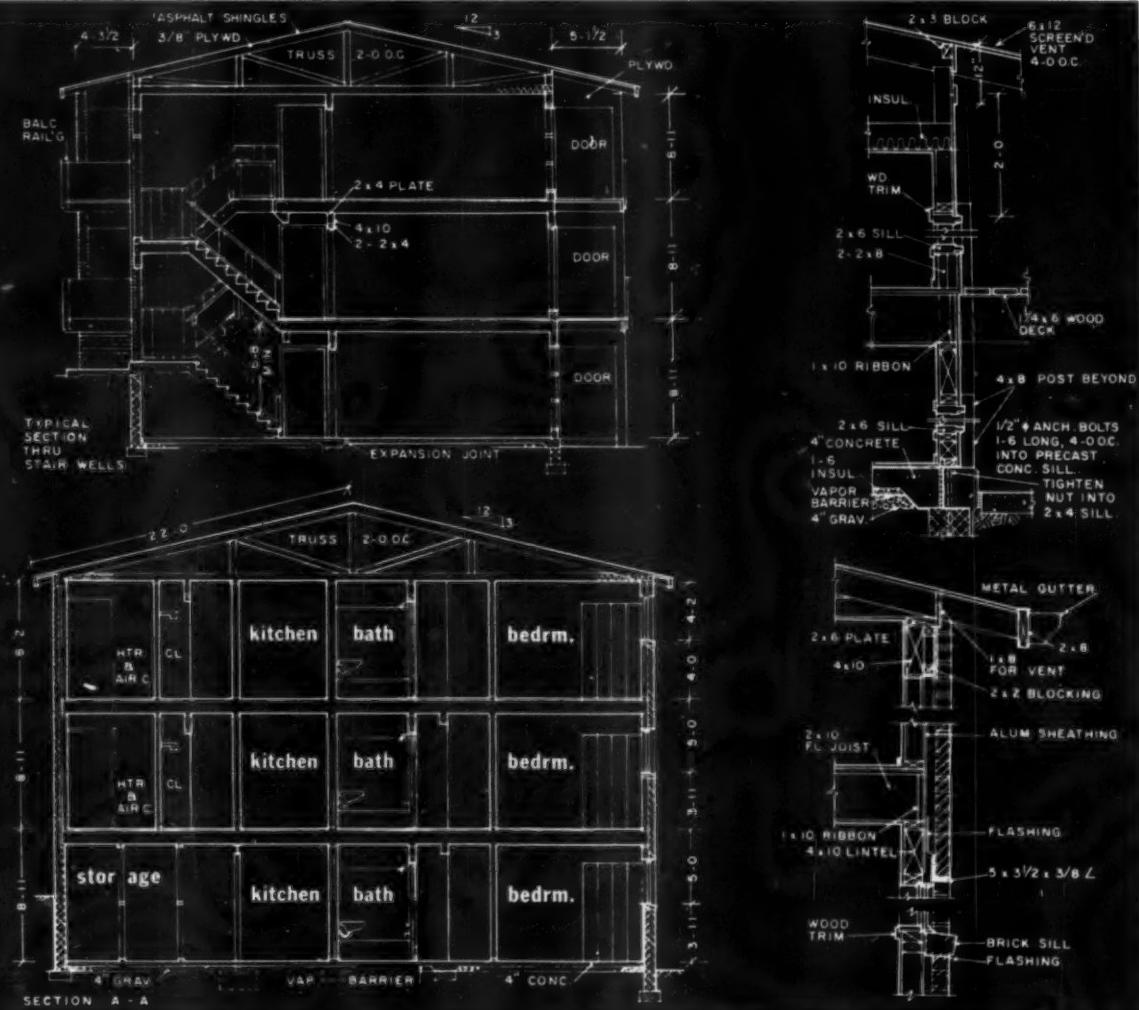
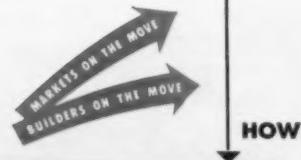
CROSS SECTIONS at right show construction of the garden apartments through window areas, at top, and through a brick walled section, bottom. Note that except for lower half of the first story wall, which is solid masonry, the structure is exactly the same as an ordinary brick-veneer house. Truss, with 2x6 rafters, spans the 40-foot width of the building. First floor is a simple 4-inch reinforced slab.



made up of three such units. Center section is only two stories high, to conform to the slight crown in the lot.

WHAT

wide as you make it



JUNE 1959

Moral: a small builder can grow with his market ►

Markets on the move / Builders on the move — moral:

A small builder can grow with his market

Architect: Jack C. Cohen, A.I.A.



This swimming pool helped to sell over 200 houses

This huge (165 x 75') pool has served two purposes for Community Builders: 1) as a sales tool, and 2) as an investment. Located on an eight-acre ravine unsuitable for houses, it wasn't planned as part of the original Holiday Park development. Early buyers in the community asked the builders to sell them the land site for the pool. When the project proved too expensive for the group, CB built it. Greenberg credits the pool with boosting the slow-selling subdivision. Residents pay \$80 initiation fee, \$75 yearly dues per family.



This medical building was put on a site too good for houses

Three years ago the builders realized this 10-acre piece of land, fronting on a main intersection, was too valuable for houses. (They had built 75 \$19,000 splits on an adjoining 20-acre tract.) They seized the opportunity to build another income-producing property—a \$300,-000 medical building. Since the back of the site sloped down to a stream, they designed the building as a front-to-back split, used the stream as a natural buffer between the property and the tract. This saved having to bridge the stream.



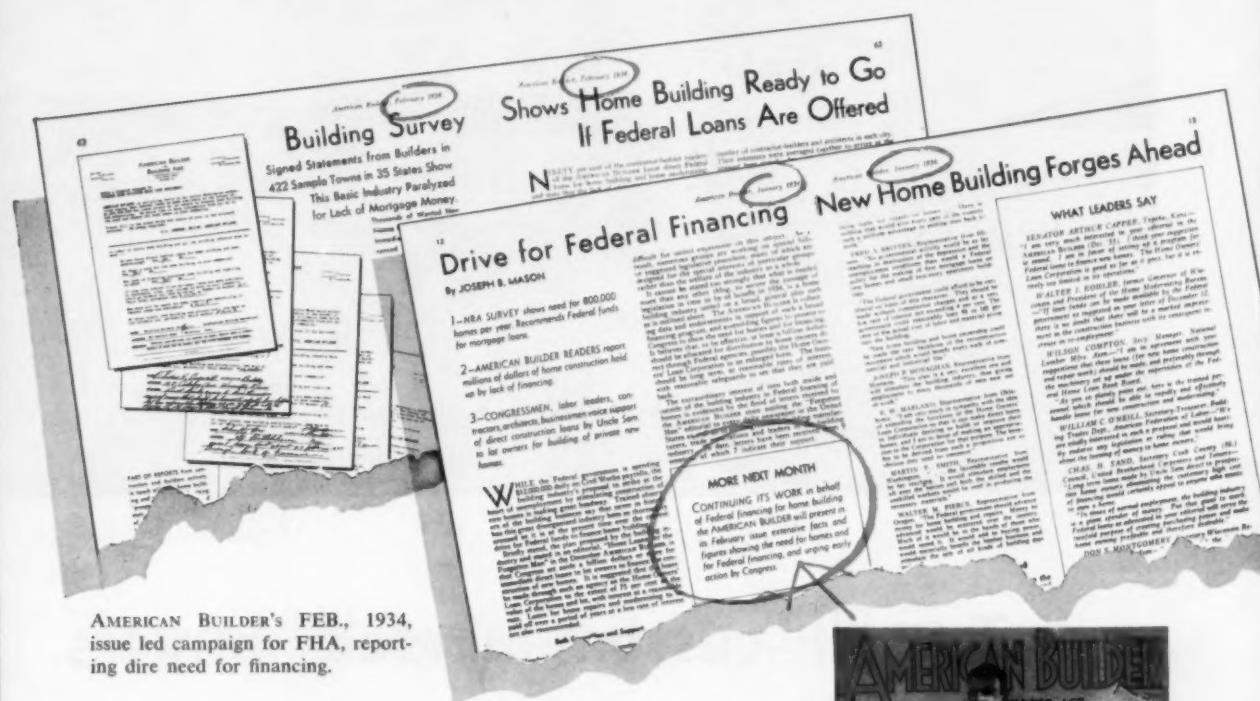
This apartment building keeps bringing in income

"Every time you sell out a development you're out of business," says Greenberg, "unless you hold on to some properties as income-producing investments."

One property that Community Builders planned as an investment from the beginning is this 122-unit, 4½-story apartment building in Arlington, Va. They built the air-conditioned, elevator structure in 1958 for \$1.2 million.

Current investment project is a 400-unit apartment in Alexandria, Va., to cost \$8,000 per unit. They'll build 100 units this year.

FHA's 25th ANNIVERSARY

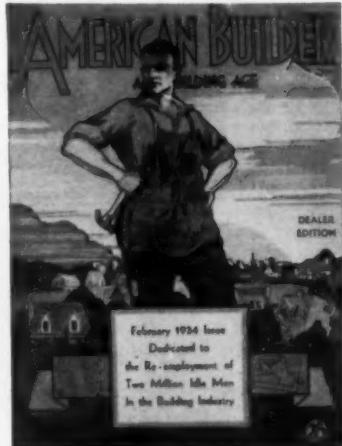


► Where we stood 25 years ago

I have a vivid picture of those dark days 25 years ago: before FHA. Building was dead. Builders were desperate, and said so.

AMERICAN BUILDER's call for action on FHA came in editorials in Nov. and Dec., 1933, "Federal Home Loans Needed" and "Home Loans for the Forgotten Man."

Then in February, 1934, we devoted our entire issue to the need for FHA. Copies went to all members of Congress, and our builder survey, with 422 signed statements, was read into the record. Our campaign had 100% support. On June 27, 1934 FHA became law. A new era opened.



► Where we stand today—and what's ahead

FHA has contributed a unique new principle to U.S. finance. It has harnessed the strength of Federal mortgage insurance to the vitality of private enterprise.

It has made mortgages negotiable on a national scale, and opened vast new sources of credit. It has done this without cost to the taxpayer. Currently FHA insures about 25 per cent of all new homes built, but

its influence on all mortgage lending is tremendous.

In its 25 years, FHA has proved the soundness of long-term, low-down-payment loans. But conservative bankers have usually taken years to accept each advance made by the Federal agency.

We applaud FHA's past pioneering, but deplore its present conservatism. We need an end to "tight

money" gyrations and monetary restraints. And our sights should be set on a higher goal—at least 2 million homes a year for the American public.

Joe Mason
Editorial Director



To sell "custom-minded" buyers



▲ **POST-AND-BEAM CEILING**, clerestory windows give custom flair to living room. Other custom touches include terrazzo floor, higher-priced light fixtures. The architect was William Norman Floyd.



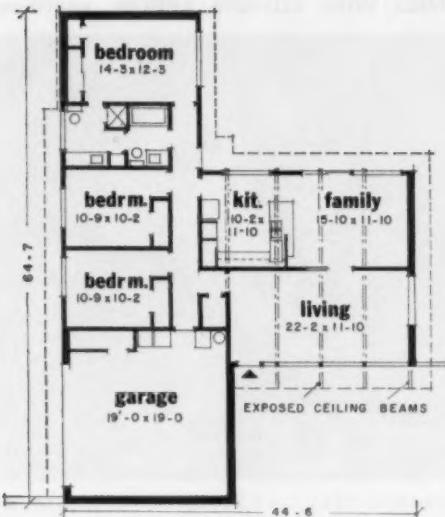
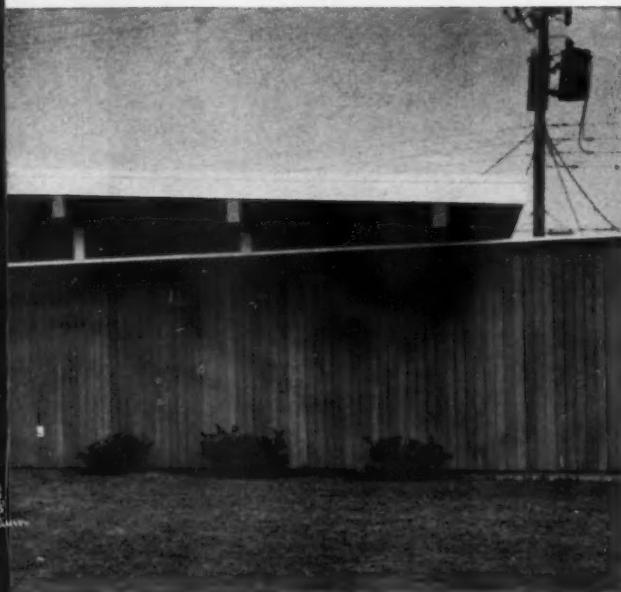
Here's a low-cost custom design that found a ready market with today's luxury-minded buyers. Although never advertised, it sold twice during construction.

The six-room "Shoji" sells for \$15,750, without land. It was built by The Monroe Construction Co. of Houston, Tex.

Note white brick wall that encloses two-car garage. Almost stark exterior prepares visitors for the interior design's elegant simplicity.



CABINETS of mahogany plywood and countertops of walnut Formica create inexpensive air of luxury in combination kitchen-family room. One wall has 1½-ton built-in air conditioning unit.

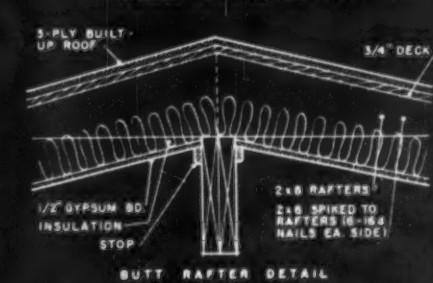
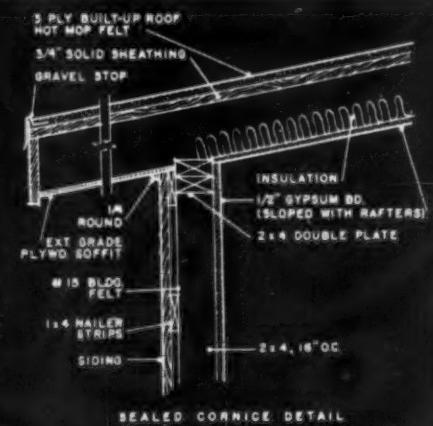


◀ ENTRANCE leads directly into the living room. Vertical V-joint redwood siding encloses living areas on right side. To the left, behind the brick garage, three bedrooms extend in a row. (See floor plan, above.)

WHAT

HOW

you need outstanding design . . .





BRICK AND STUCCO EXTERIOR, red door of "Spanish" entry court create favorable first impression. "Lake-

side" is sited on a bluff that slopes down to private lake and beach—a big attraction for outdoor-minded buyers.

Outdoor living space sells this custom house

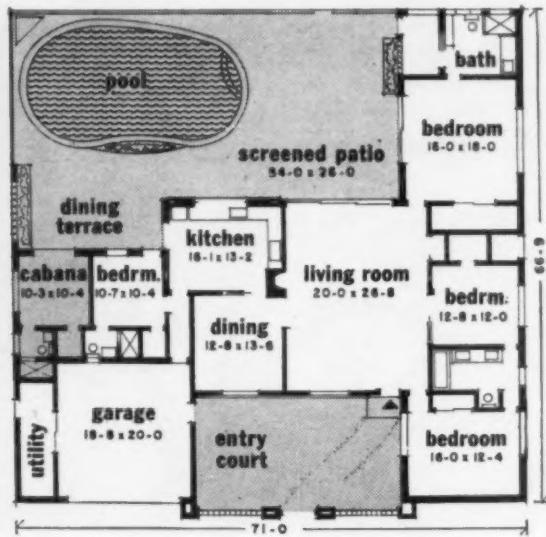
This \$33,000 model was designed specifically for the Florida market. Featuring a screened pool and patio area, it attracts buyers who want the maximum in sun and water.

Miami builder Dave Fleeman points out that the interior is designed to allow full enjoyment of

the outdoor living areas. Only sliding glass walls separate the living room and one of the three bedrooms from the patio. A snack bar is located on the terrace side of the pass-through window in the kitchen. Altogether, nearly half the house's 5,000 square feet is devoted to outdoor living.



LAYOUT shows how unconfined "outdoor" feeling is brought inside the house. Arrangement of rooms around patio facilitates use of pool. Cabana converts into bedroom. Aluminum beams, posts, screening enclose patio.





ANTIQUE BRICK and beveled cedar siding contribute to rugged Western look of ranch style model in Harrington, N.J.

Covered entrance, bow window that permits panoramic view help customize appearance of house.

'Extra' room is sales focus for \$30,000 model

For buyers who want indoor-outdoor living, the "San Fernando" features a sunken family room that adjoins an outside terrace.

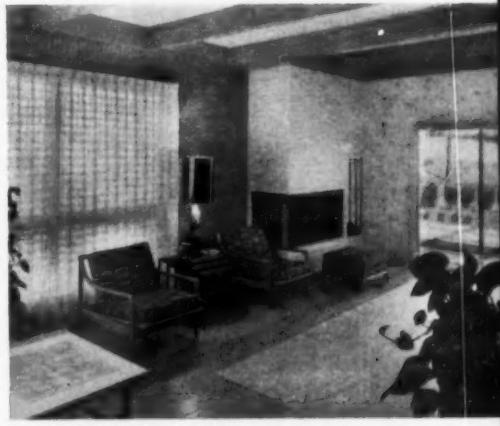
An "extra" room, the family room derives its custom look from a brick fireplace, beamed ceiling and oak flooring. A wrought iron railing separates

family room from kitchen and dining room.

From experience, builders Harold Kramer and Vince Cucchiara know how strongly "extra" features appeal to custom-minded buyers. So provision for air conditioning and underground lawn sprinklers are included at no extra cost.



WITH THREE BEDROOMS on the left side, the sleeping and living areas are as neatly balanced as night and day in this floor plan. All bedrooms have diamond-light leaded casement windows and sliding door closets. House includes a full basement.



HEART OF THE HOUSE is this all-purpose family room. Window wall at left lets natural light filter in. Sliding glass doors at right lead to rear outdoor terrace and barbecue.

Small-volume builder Bill Dawn says:

I'm sick and tired of hearing



He's a one-man firm



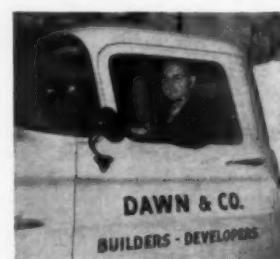
“To put it bluntly, I'm sick and tired of that word “merchandising.” I just don't believe that to be successful I have to resort to high pressure selling and gimmicking. Nor do I have to get out costly brochures, put up billboards, place tricky ads in the papers, have playgrounds for the kids, furnish model houses, hire super-smart salesmen, etc.”

“A good house, fairly priced, pretty much sells itself. My formula is so simple it may have been overlooked by some of the big city boys. Here it is: start with a good plan, build it honestly, price it right.”

“Of course, I'm just a small builder. I design my own houses, do my own buying, drive the truck, oversee the job.—I'm a one-man firm. Maybe if I built twice as many I might wind up tripling my overhead.”

“I'm not greedy. Let the other fellow build a few. Besides, I enjoy building, and have a personal feeling about each house. I don't like to see houses all alike. I don't have ulcers, and I do have time, now and then, to go fishing, or fool with my antique automobiles . . .”

“To take less profit from a house means I let the purchaser keep a little more of his own money. And I don't have such a tax headache.”



that word "Merchandising"



“Here's how we give more value: We don't have to resort to high-pressure selling. We move rapidly because we aren't held up by FHA and VA specifications and inspections. Yet we exceed them. We build modular, use tilt-up roof trusses, don't sub our houses to death.”

“We do everything but plumbing, wiring, grading with our own men, thereby avoiding paying 40 or so subcontractors a profit. By hiring our own bricklayers we save \$15 to \$20 a thousand.”

“We watch for “little bargains”—not big ones where money is tied up in warehousing, but 100 doors and windows to save 10 per cent, or locks sets by the case, or fans, vanities, water heaters, six at a time.”

“We make our own door jambs, frames, louvers, porch posts, special trim, book cases and shutters in our own shop. This saves us one-third. We discount our bills. Most important, we have a loyal work force; they've been with me 8-10 years or more, give an honest day's work.”

“Word of mouth helps us sell our houses. We have a fixed policy on prompt call-backs. In fact, we send a trouble shooter around three times without the buyer's asking—just to see if anything's gone wrong. If it has, we fix it promptly. We're interested in the families who buy our houses. If we've been inefficient, or made too much profit—by as much as even \$3 or \$5 a month—we may have deprived them of shoes for the kids, or music lessons, or a visit to the dentist.”

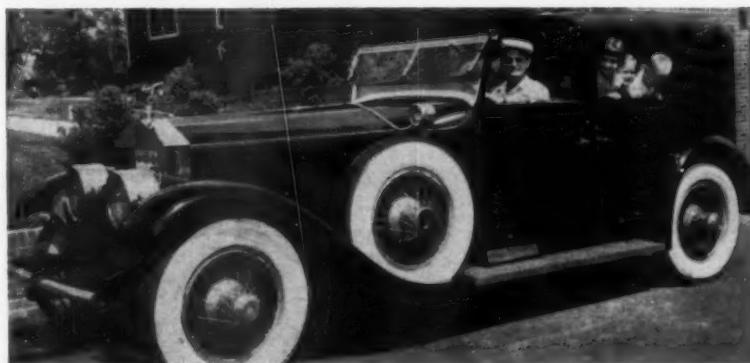


“As a result, we give the buyer—without sales gimmicks—a well-designed brick-veneered house, adequate size, honest workmanship, sound materials, paved drive, 85x150-ft. lot for \$10.75 per sq. ft. He gets the complete package, land and all.”

“Value is an inherent something that doesn't take a lot of explaining. What I'm doing my darndest to prove is that a builder can usually sell value without having to knock himself out with sales gimmicks, promotions and the like. May the small-volume builder go on and on!”

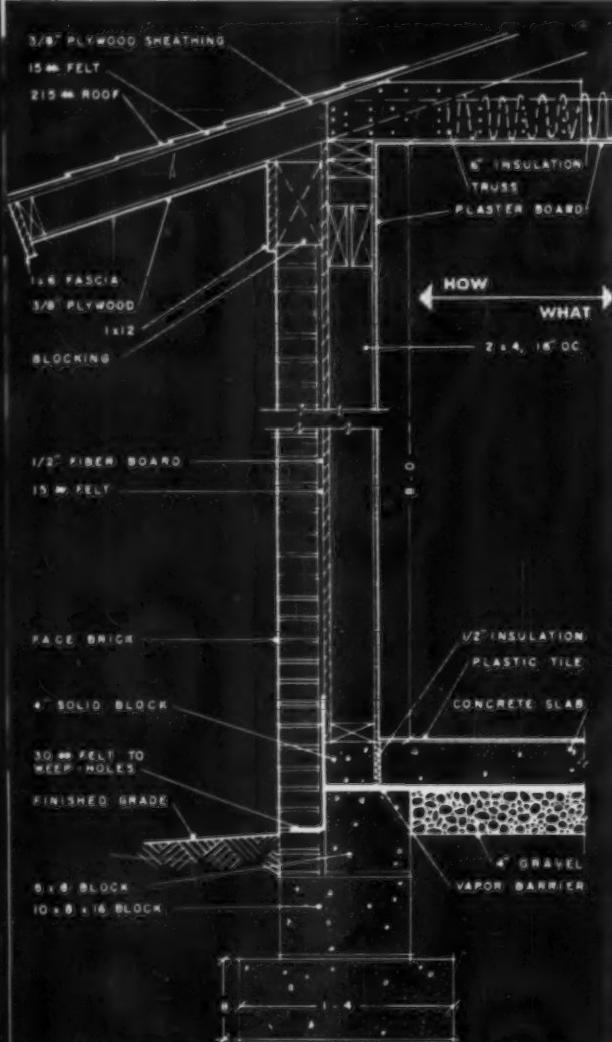


BILL DAWN is a small-volume builder because he chooses to be. He wants time to go fishing now and then, and more important, to have fun with his antique car collection. Here you see him in a 1928 Rolls Town Car, once used in the movies.

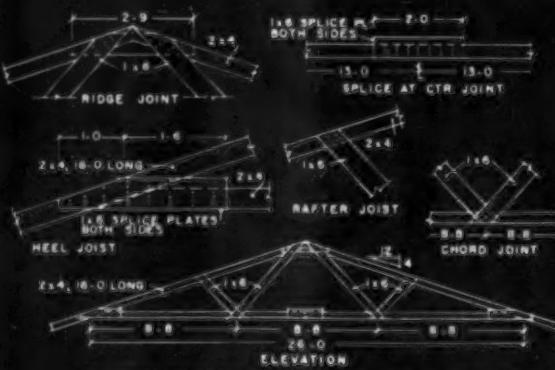


SMALL-VOLUME BUILDER BILL DAWN SAYS

"A good house should sell itself"



CROSS SECTION shows dry-slab details, 6" insulation, truss and cornice construction. Dawn's aim is to build quality without high cost.



DAWN BUILDS his own low-cost nailed W-truss. He uses 2x4's with 2x6 gusset plates. Can be built on job or in shop. Truss has 26-ft. clear span.



HOMEY TOUCH is what buyers want, Bill Dawn declares. He achieves it with shutters, used brick, "rockin' chair" porch and colorful trim, as on this 1,400-sq. ft. Colonial.

**"Start with a good plan,
price it right, build it right"**

Bill Dawn designs his own houses, keeps developing them year by year. His best seller is the model shown above. It has 1,400 sq. ft. of living space, plus carport and porch.

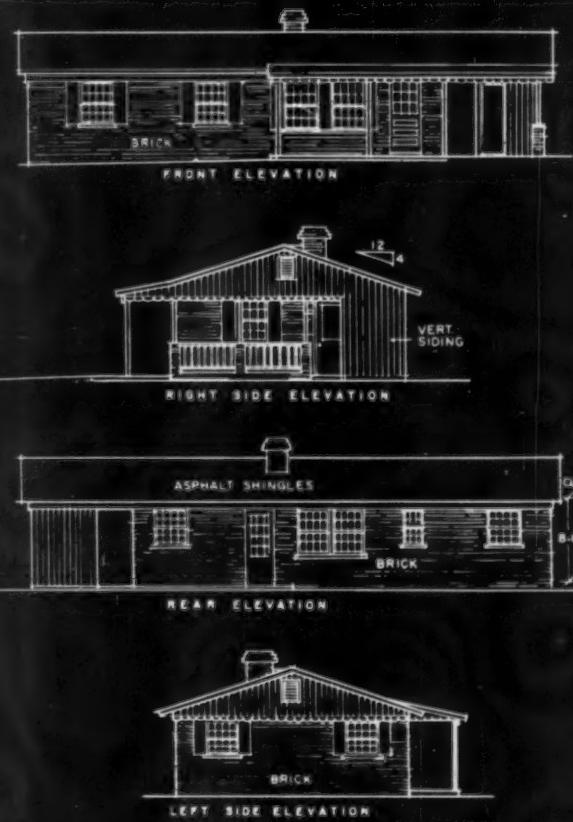
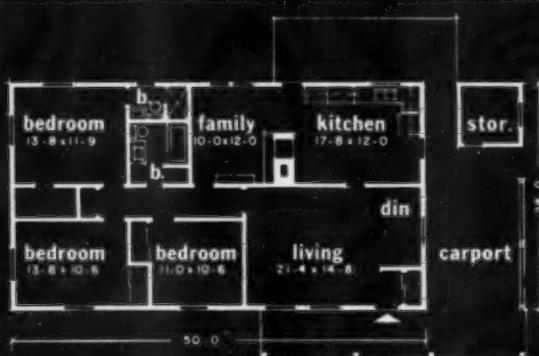
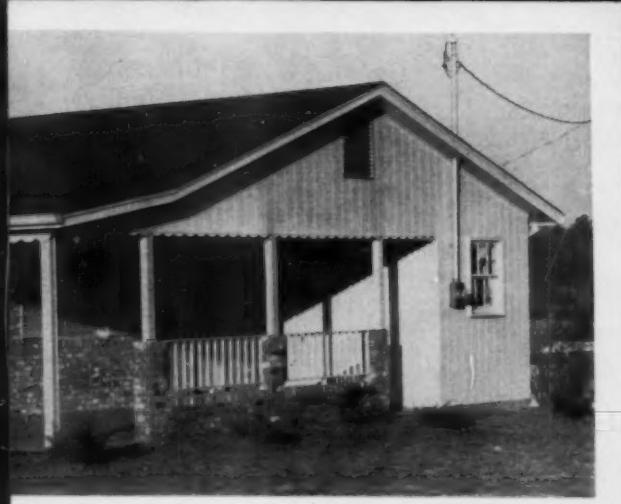
By using a perfectly rectangular plan, on a 24-in. module, he saves on material and framing costs. His 26-ft. truss (detailed at left) is built on the job, eliminates bearing partitions. One result: carpenters can install floor, ceiling, interior finishes much faster.

Dawn stacks his lumber in proper order at the power saw on the job—not in a shed, to be handled twice. In bad weather, he keeps men busy in the shop making door jambs, frames, louvers, shutters, bookcases.

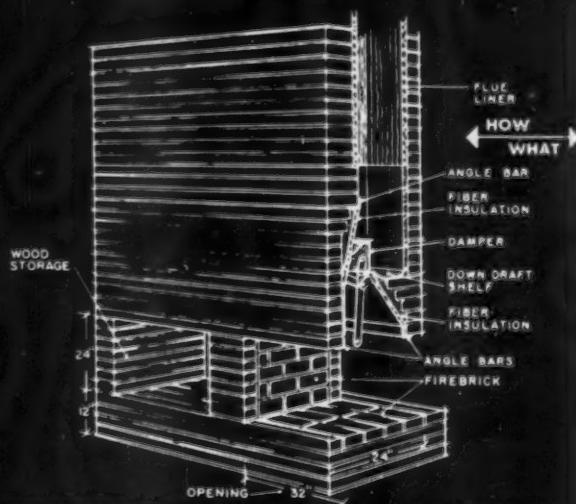
Electric radiant heat is provided by wires embedded in the ceiling; its operating cost is low in the cheap-power Knoxville area. Six inches of insulation are installed over the ceiling. Dry-slab construction (detailed at left) employs a vapor barrier, edge insulation, and 30-lb. felt inserted behind the brick at floor level.

Dawn builds an attractive two-way fireplace that acts as a divider between kitchen and family room. He guarantees "no smoking" by use of a special damper, and correct proportioning.

-here are his construction details



50 x 28-FT. PLAN is economical to build, yet crammed with buyer appeal. Features include paneled family room, two-way fireplace, two baths, ample storage.



NO-SMOKE TWO-WAY fireplace has special damper (above). Opening is 32" wide, 24" high, 24" deep. Hearth on family-room side is raised 12". Note wood-storage space.



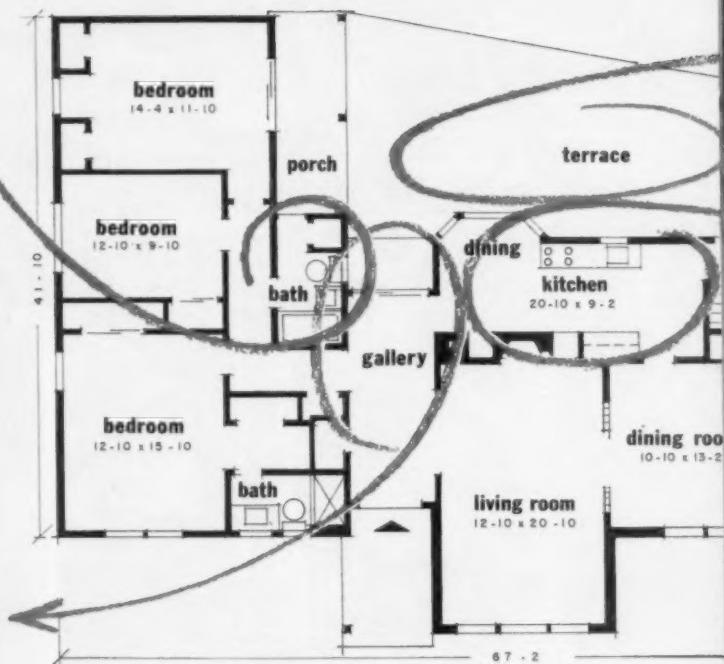
How to build "in between" the

AMERICAN
BUILDER
AWARD

THE "YORK" won an award of Merit in AMERICAN BUILDER'S 1958 Best Model Homes contest. Herman York is the architect.



DUAL-PURPOSE bathroom serves the master bedroom, also opens out on the back porch to serve the outdoor living area.



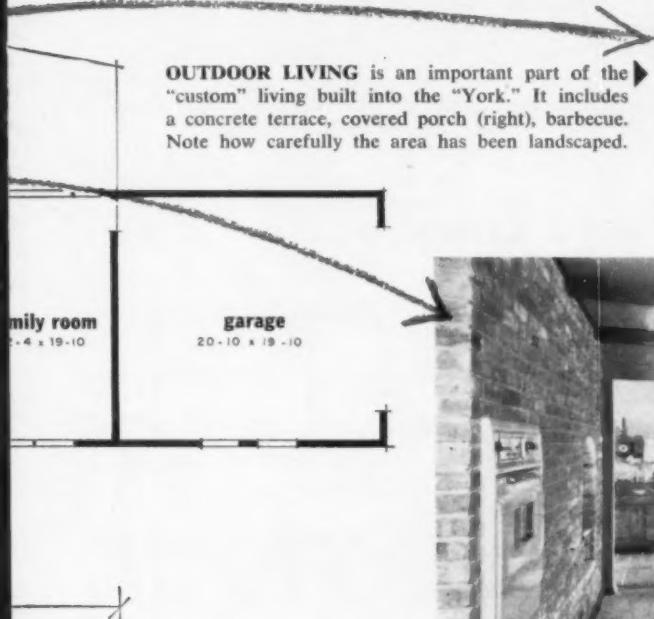
◀ **ENTRANCE HALL** is big feature of the house. Flagstone floor runs from double front doors to terrace in rear.

▲ **FLOOR PLAN** puts luxury in the living area. Kitchen, living, dining, family rooms are all well separated from each other.

custom and development house



CONSERVATIVE GOOD LOOKS and colonial design are big sales assets of the "York." Equally important is the land. Each house has a full acre lot on what was originally a magnificently wooded Long Island estate.



OUTDOOR LIVING is an important part of the "custom" living built into the "York." It includes a concrete terrace, covered porch (right), barbecue. Note how carefully the area has been landscaped.



BEAMED CEILING and brick wall lend colonial flavor to the "York's" kitchen. Note dining nook in bay at the right.

"We're not exactly custom builders," says John Heath, vice-president of Wates & Co., N.Y., "but we're not out-and-out development builders either. We're somewhere in between."

This month's blueprint house is a product of this "in-between" operation. Although it's one of ten basic designs in a 120-home development, it's not likely ever to be duplicated.

Buyers in this price range (\$38,000 including a \$10,000 lot) want two things ordinarily not found in a project house: to get luxury extras, such as shown on this page, that they associate with custom homes; and to have their own ideas designed into the house wherever possible. To see how Wates & Co. adjusted a basic plan of "The York" to the particular wants of their customers, turn the page.



Here's how the plan gets custom flexibility ▶

One of the peculiarities of the "in between" market is that the builder has to play every position. He starts with a standard model, may wind up building a custom house.



"We'd like to sell our basic plan... ➤

In the photo above, John Heath (right) and Architect Hank York are going through a process painfully familiar to Wates & Co. They are checking a plan that has been "customized" for one of their buyers.

Says Heath: "We'd like to avoid these changes and stick to our standard model. But it seems that, in this price range, you can't do that. Most of our buyers have owned houses before, and they have strong ideas about what they want in a new home. If we want to sell them a house, we have to go along with the changes."

The result is that Wates & Co. has yet to exactly duplicate one of its models.

"The changes are generally minor," says Heath. "Extra bays, bigger dens, extra bedrooms, and maybe a different roof pitch. But sometimes we find a buyer who wants to go all the way. He

wants such radical changes that he works himself right out of the basic plan. Then we throw the drawings away and design him a whole new house right from scratch."

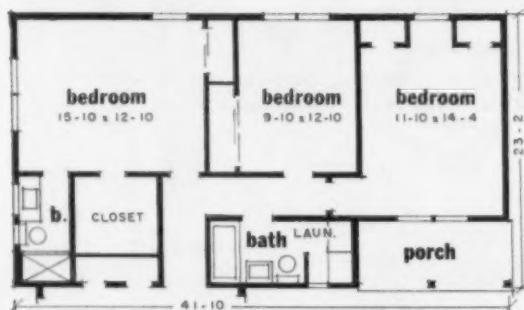
All of this adds up to an operation that needs far more flexibility than that of the out-and-out project builder.

"We have to have better supervision," says Heath, "and our crews can't work as fast. Consequently we can't deliver a house for as low a price as if we were repeating the same design."

Finally, a builder who permits his buyers such wide latitude in changing plans must work closely with his architect.

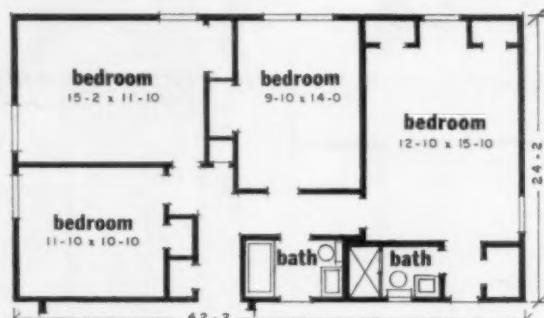
"We have our own staff architect," says Heath, "who works with the buyer and makes the necessary changes. And Hank York, who designed the original house, checks the altered plans."

... but every buyer wants changes."



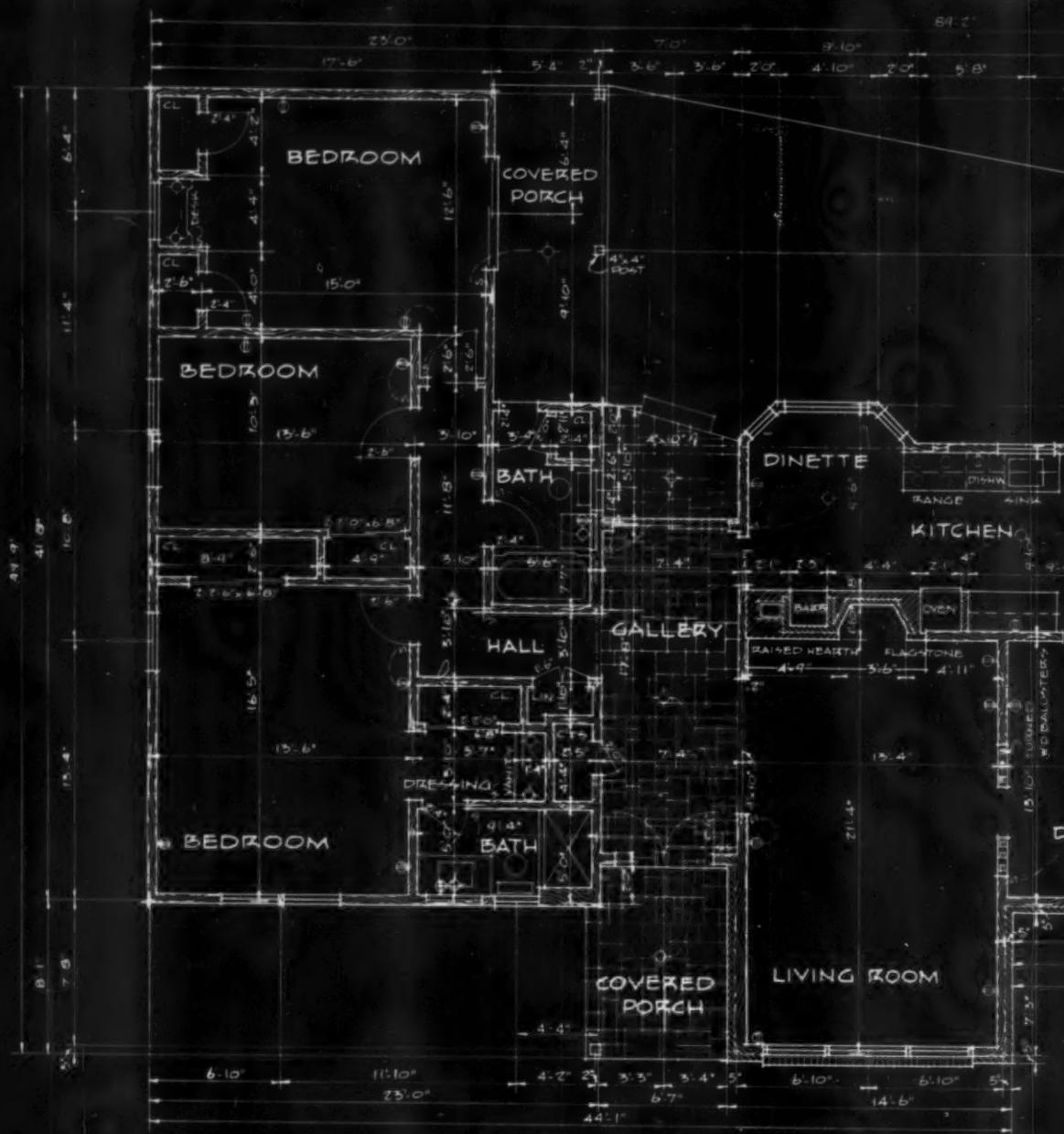
Blueprint variation No. 1

TYPICAL MINOR CHANGES in the bedroom wing of the "York" are shown here. Dressing room in the master bedroom has been eliminated to make walk-in closet. Second bath has been lengthened to accommodate laundry.



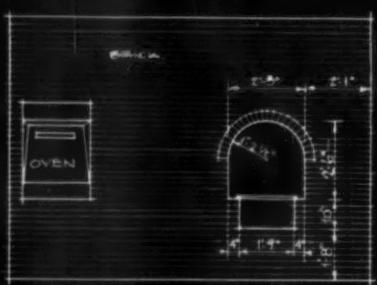
Blueprint variation No. 2

BIGGER CHANGE in the same wing adds a fourth bedroom. Former master bedroom and bath become two rooms, master bedroom is moved to the rear of the house. Back porch becomes bath for the master bedroom.



FLOOR PLAN

SCALE 1/8"-1'-0"



KITCHEN GRILLE ELEVATION

FOUNDATION PLAN

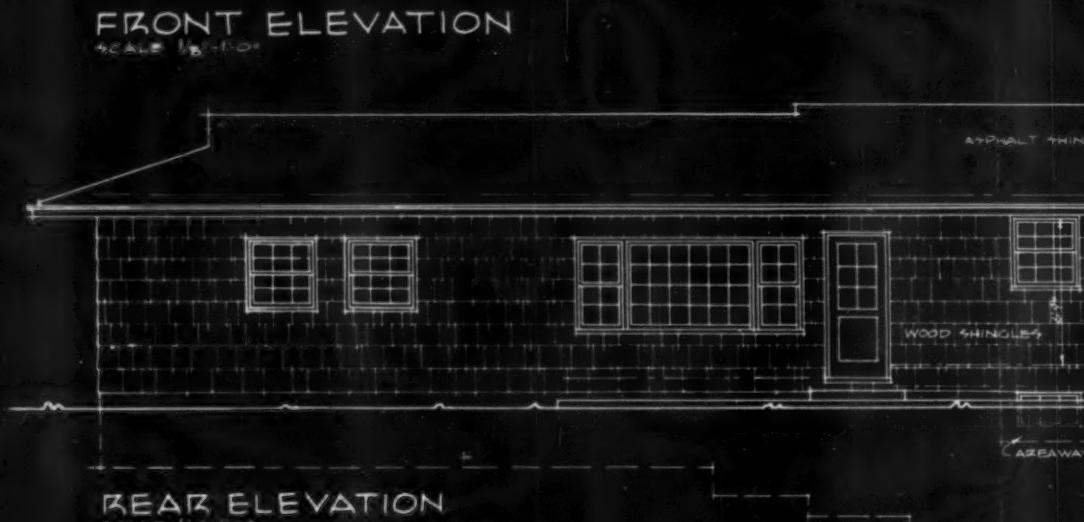
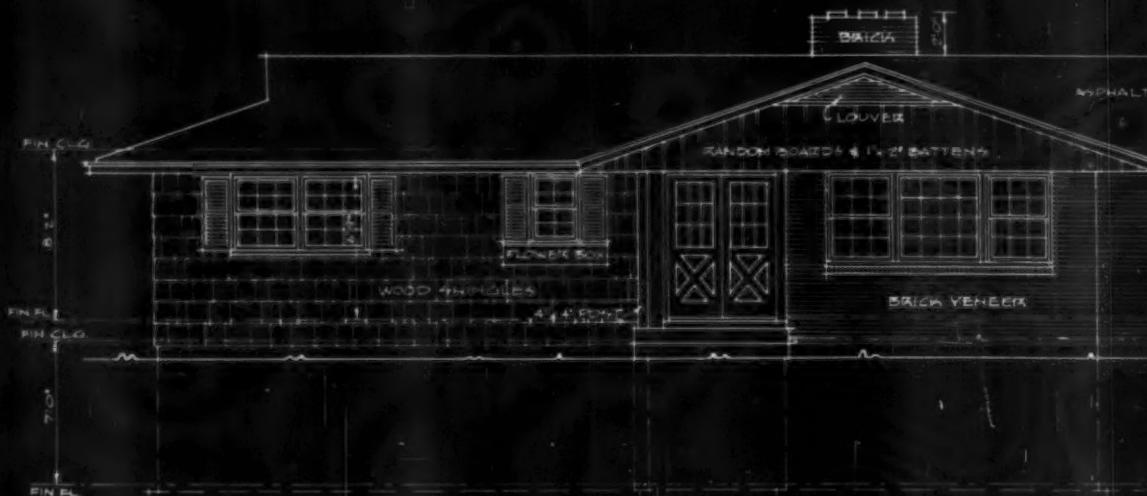
SCALE 1/16"-1'-0"

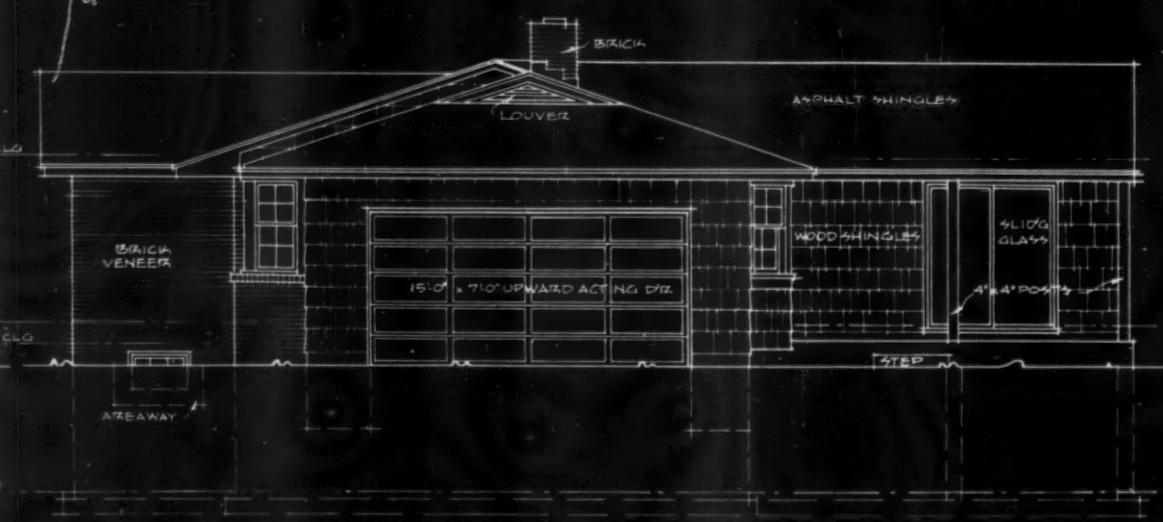
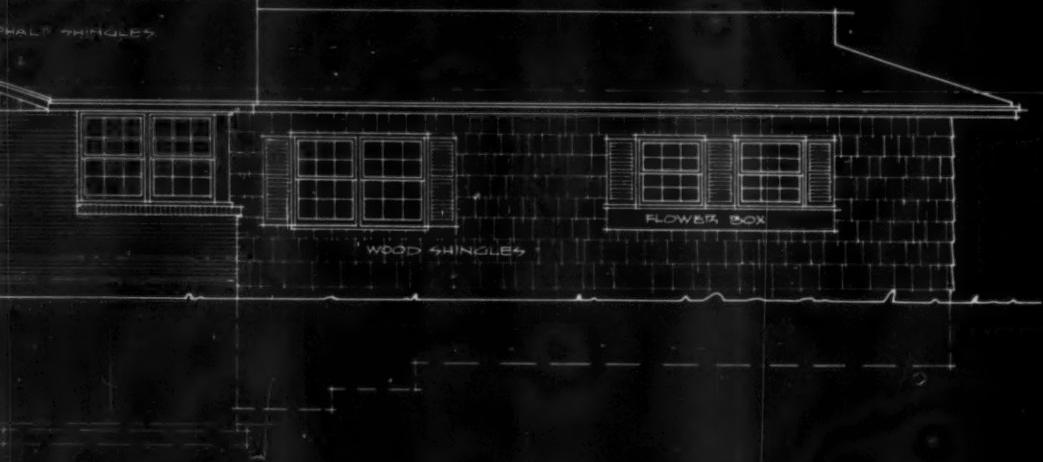


FIREPLACE ELEVATION

SCALE 3/16"-1'-0"







RIGHT SIDE ELEVATION
SCALE 1/8" - 1'0"





REAR VIEW of the "York" shows the terrace and fireplace, with bedroom porch at the far right.

WHAT

HOW

Here's this month's estimating take-off**AMERICAN BUILDER HOUSE No. 264****FIRST FLOOR ONLY**

2,195 sq. ft.

GARAGE FLOOR ONLY

400 sq. ft.

PORCH & PATIO ONLY

845 sq. ft.

EARTH EXCAVATION & GRADING—

Topsoil 6" Grade Exc. & Pipe
Earth Basement Exc. & Disp.
Earth Foundation Exc. & B&H
Earth Hand Footing Exc. & B&H
Gravel 4" Fl. & Patio Subfill

6,685 sq. ft.
13,610 cu. ft.
980 cu. ft.
1,045 cu. ft.
3,055 sq. ft.

CONCRETE CONSTRUCTION & FINISH—

2500# Conc. Wall & Chim. Footings
2500# Conc. Wall & Chim. Footings Forms
2500# Conc. Foundation Walls
2500# Conc. Foundation Walls Forms
2500# Conc. 4" Floor Slab O.G.
2500# Conc. 4" Garage Slab O.G.
2500# Conc. 4" Patio Slab O.G.
2500# Conc. 6" Porch Slab O.G.
2500# Conc. 2'x1'6x4" Splash Blocks
Monolithic Floor Finish
Monolithic Porch & Patio Floor Finish
Carb. & Grout Expos. Conc. Rubbing
Tooled Patio Floor Scoring
Kraft Paper Patio & Floor Prot. & Curing
Sisal Kraft Floor Isolation
Asphalt Foundation Dampproofing
Membrane Floor Waterproofing
#10/6x6 Steel Floor & Patio Mesh. Reinf.

335 cu. ft.
460 sq. ft.
1,700 cu. ft.
3,955 sq. ft.
1,790 sq. ft.
400 sq. ft.
665 sq. ft.
180 sq. ft.
2,070 sq. ft.
750 sq. ft.
490 sq. ft.
380 lin. ft.
2,935 sq. ft.
1,785 sq. ft.
1,525 sq. ft.
90 sq. ft.
2,850 sq. ft.

BRICK & BLOCK CONSTRUCTION & VENEER—

Face Brick 4" Ext. Wall Veneer
Face Brick 4" Chimney Veneer
Face Brick 4" Fireplace Veneer
Face Brick 8x4" Window Sills
Fire Brick 4" Fireplace Lining
Fire Brick 4" Fireplace Paving
Com. Brick Chim. & Fireplace Construction
Vitr. T.C. 8x12" Flue Lining
Acid & Mort. Expos. Brick Clean & Point
P.C. Concrete 5'x2'4x4" Chim. Cap
Flagstone 1" Hearth Paving
Flagstone 1" Floor Paving

325 sq. ft.
40 sq. ft.
165 sq. ft.
20 lin. ft.
35 sq. ft.
15 sq. ft.
170 cu. ft.
45 lin. ft.
530 sq. ft.
1 unit
15 sq. ft.
300 sq. ft.

METAL SHEET WORK—

16-oz. Copper 12" Valley Flashing
16-oz. Copper 12" Chimney Flashing
16-oz. Copper 8" Step Flashing
16-oz. Copper 8" Porch Flashing
16-oz. Copper Chimney Cricket
16-oz. Copper 3'-d. Rain Leaders
16-oz. Copper Roof Gutters

60 lin. ft.
15 lin. ft.
15 lin. ft.
25 lin. ft.
5 sq. ft.
45 lin. ft.
245 lin. ft.

LUMBER FRAMING & CONSTRUCTION—

4x6" Fir Floor Joist Sill
4x4" Fir Porch Posts
2 2"x12" Fir Posts & Door Lintel
2x12" Fir Roof Ridge Board
2 2"x10" Fir Door Lintel
2x10" Fir Hip Rafters
2x10" Fir Valley Rafters
2x8" Fir Floor Joist Headers

300 lin. ft.
30 lin. ft.
45 lin. ft.
105 lin. ft.
65 lin. ft.
50 lin. ft.
40 lin. ft.
145 lin. ft.

2x8" Fir Floor Joists	1,350 lin. ft.
2 2"x6" Fir Wind. & Door Lintel	115 lin. ft.
2 2"x6" Fir Wall Plates	10 lin. ft.
2x6" Fir Roof Rafters	3,520 lin. ft.
2x6" Fir Ceiling Joists	1,815 lin. ft.
2x6" Fir Exter. Wall Studs	65 lin. ft.
2x6" Fir Wall Sills	10 lin. ft.
2 2"x4" Fir Door Lintel	60 lin. ft.
2x4" Fir Soffit Outriggers	540 lin. ft.
2x4" Fir Porch & Cell. Joists	170 lin. ft.
2x4" Fir Wall Studs	1,740 lin. ft.
2x4" Fir Partition Studs	1,540 lin. ft.
2x4" Fir Partition & Wall Sills	360 lin. ft.
2 2"x4" Fir Partition & Wall Plate	425 lin. ft.
Plywood 7/8" Floor Lining	1,445 sq. ft.
Plywood 7/8" Roof Lining	3,370 sq. ft.
Plycore 1/2" Floor Lining	160 sq. ft.
1x6" N.C.P. T.G. Wall Lining	2,125 sq. ft.
Fiberglas 3" Wall Insulation	2,415 sq. ft.
Fiberglas 4" Ceiling Insulation	1,445 sq. ft.
15# Felt Floor Isolation	3,520 sq. ft.
15# Felt Roof Isolation	2,125 sq. ft.
15# Felt Wall Isolation	1,735 sq. ft.
Cedar Ext. Wall Shingles	3,520 sq. ft.
Asphalt 215# Roof Shingles	Sum
Wood Misc. Furnish & Grounds	Sum
Metal Structural Hardware	Sum

METAL ORNAMENTAL & MISC. WORK—

12# Steel 3 1/2" Lally Column	55 lin. ft.
13# Steel 8" I Floor Girder	116 lin. ft.
8x6x1/2" Steel Base Plates	8 units
6x6x1/2" Steel Cap Plates	8 units
1/2" Steel 12" Anchor Bolts	28 units
Galv. Metal 5x2" Wind. Areaways	2 units
Cast Iron 8x8" Chimney Cleanout Door	2 units
Cast Iron Fireplace Damper	1 unit

(Continued on page 188)

Brand-name products used in the "York"

American-Standard bathroom fixtures
General Electric appliances, base cabinets
G. E. Textolite counter tops
Armstrong linoleum floors
U. S. Gypsum wallboard
Gold Bond insulation
Fitzgibbon heating boilers
Amherst sliding-glass doors
G. M. Ketcham shower doors and medicine cabinets
Winfield upward-acting garage doors
Triple-A roofing
Arrow door hardware
Minneapolis-Honeywell heat controls
Fidders baseboard heat convector

Exclusive from the Oregon Mills of



NEW ALLWOOD ALLWEATHER SIDING

The first engineered siding that is dimensionally stable

Builders get important savings in both material and labor costs with Hines Allwood Allweather Siding. Made of tempered hardboard tightly laminated to a tough veneer cross ply and a lumber core for high dimensional stability and rigidity. Precision-cut standard 8' lengths, 12" wide, reduce waste. Self-aligning feature permits fast, easy application by one man. Extra fast with two men.

Because of its combination of the best properties of hardboard, plywood and lumber—engineered in Hines own

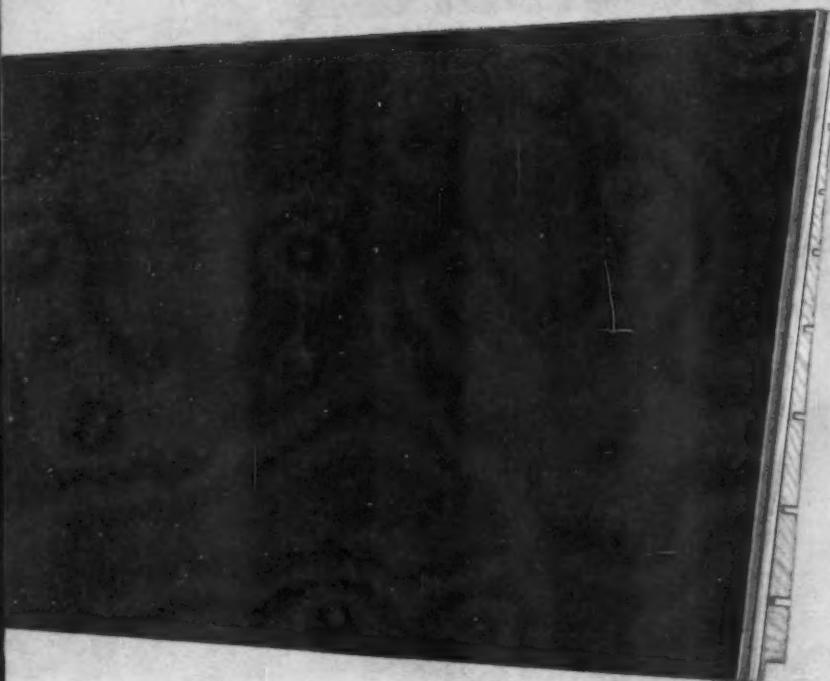
research facilities at Hood River, Oregon—Hines Allwood Allweather Siding greatly increases structural strength of wall. Exterior glue between plies. No snaking or buckling between nailing points. Tempered hardboard surface resists abrasions and hammer marks. Can't split, splinter or check. Takes less paint, holds it better. Pentachlorophenol water-repellent preservative protects all sides and edges against insects and decay, prevents wicking. Sold nationally in protective package. Send now for free samples.



BUILDER REPORTS 20% SAVINGS

Vincent Rodway, carpenter contractor, used Hines Allwood Allweather Siding on a model home at 2150 Glenview Rd., Wilmette, Ill. He says: "My estimate of 20% savings is conservative. The saving on material alone over ordinary siding was tremendous. My waste was less than 10%. The standard length, with no shorts, saved time on labor, of course. There was no need for splicing."

HINES



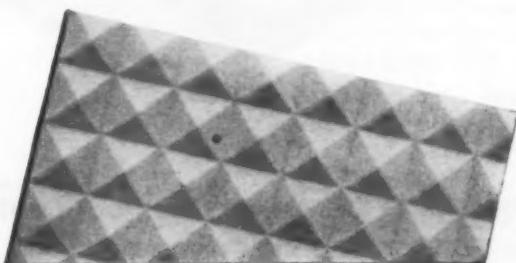
- One man can put it up
- Minimum expansion and contraction
- No splitting
- Less waste
- More coverage

Rabbeted lower edge makes Hines Allwood Allweather Siding self-aligning, leaves 11½" of face exposed for greater coverage and attractive modern appearance. Application requires no wedges or furring strips.

WEATHER SIDING!

HINES ALLWOOD SHADOBORD

New decorative hardboard costs barely more than ordinary hardboard. Newest of 10 Hines Allwood Hardboard decorative panelings. Adds the customer appeal of decorative paneling to building or remodeling jobs at unexpectedly low cost. Most complete selection of embossed patterns offered by any hardboard. Varied sizes and thicknesses, standard or tempered. Available anywhere. Use coupon to send for free samples.



Just call or write the man from

HINES

Edward Hines Lumber Co.

Sawmills at Hines, Westfir, Dee & Bates, Oregon.
Other plants: plywood, Westfir; hardboard, Dee;
millwork, Baker & Hines, Oregon. Engineering &
Development Division: Hood River, Oregon.



Send
for
actual
samples
today

AB-6
Edward Hines Lumber Co.,
200 S. Michigan Ave., Chicago 4, Ill.

Please send me complete information and samples of:

Name _____	<input type="checkbox"/> Hines Allwood Allweather Siding
Company _____	<input type="checkbox"/> Hines Allwood Hardboard decorative panelings
Address _____	<input type="checkbox"/> Both new products
City. _____ State. _____	

FORD SWEEPS ECONOMY

Beats all other '59 pickups
...25.2% more
miles per gallon!



All tests
conducted and results
CERTIFIED

by America's foremost
independent automotive
research organization*

*NAME AVAILABLE ON REQUEST.

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Ford Division, Ford Motor Company
Detroit 31, Michigan

Now! During **DIVIDEND DAYS** at your Ford Dealer's.
Go **FORD-WARD** for Savings

SHOWDOWN U.S.A.



**Certified tests
proved it—one day's
driving in every five gas free!**

25.2 per cent! That's the economy edge Ford scored over the average of all other six-cylinder, $\frac{1}{2}$ -ton pickups! The nation's leading independent automotive research firm certified it in the greatest truck-economy test ever made!

In every test—low speeds, high speeds, city traffic—Fords delivered greater miles per gallon than any other leading make! An over-all advantage of 25.2% better than the average! And this figure translates into big savings! It means five days' driving on four days' gas . . . 25 gas-free miles for every 100 miles driven! And in an average year's driving of 10,000 miles—2,500 extra miles!

The certified record is at your Ford Dealer's. Stop by and learn how much a '59 Ford can save for you!

FIRST at a constant 30 m.p.h.! All leading makes got relatively good mileage at this moderate speed—but Ford led all the others by an average of 20.2% better gas mileage!

FIRST at a constant 45 m.p.h.! Ford still held the lead at normal highway speed! Once again, Ford topped all competitive makes by an average of 20% better gas mileage!

FIRST at a constant 60 m.p.h.! At higher speeds, gas mileages tumbled about 40% for all makes, but here again, Ford led all the rest . . . with 22.1% better mileage! Moral: If you must stomp on the gas, it will cost less in a Ford!

FIRST in stop-go driving! Here's where all makes scored their lowest—start and stop, over and over again—the kind of driving a milkman does. And Ford averaged 24% more miles to the gallon!

FIRST in city driving! This test was perhaps the most significant of all because it most closely matched actual on-the-job driving conditions—a balanced mixture of moderate, steady speeds and stop-and-go. And here Ford led by an amazing 42%!

FIRST over-all . . . winning all tests . . . against all trucks . . . with a combined average advantage of 25.2%!

FORD TRUCKS COST LESS
LESS TO OWN...LESS TO RUN...LAST LONGER, TOO!

MANUFACTURERS are aware that what is good for air conditioning. By this we mean that what is good in many ways good for home and are accepting the idea and are engineering the idea in mind. As the air conditioners are technical advances which equipment and easier the home builder sta

The builder is well informed in an air conditioning system of air conditioning, giving emphasis from more effective sales dependence from reconsider their light. If you want to sell it, you must sell air as a gimmick. Sell it as a health, comfort, than as a plug-in air conditioner.

Central air conditioning is something you expect to perform. A central air conditioning unit is an appliance any more than a picture window is an appliance. The conditioning system and the frame of which it is a part are integrated into the overall system to perform certain supporting functions. It is theoretically conceivable that a building could handle a good amount of heat.

*NAHB Journal sums up some
of our thoughts on how*

LENNOX QUALITY PAYS OFF FOR YOU



Although air con-
ditioning and de-
humidifying units in
the building will dis-
cuss

...and no
more like a fortress—
probably wouldn't be too habitable—
claustrophobia.

**big picture
bank**

Arriving system
need expert help.

ction are listed
t be well to
o include

In organizing for air conditioning, the builder's best bet is to have an air conditioning engineer who really knows the residential air conditioning business, work with the architect while the house is in the design stage. The engineer can help the architect design economical air conditioning into the house.

And remember this: no matter how well the house is built, or what equipment is used to heat and cool it, if the installer is either unskilled or careless the system will not work properly. After all, the installer is actually the manufacturer of the air conditioning system. He is the one who sizes the mechanical equipment, designs the duct system to fit the needs of the house, installs the system and makes the final adjustments. This is a complicated procedure and must be carefully and skillfully handled. Failure to give the job to a skilled person can bring you additional headaches in the form of a deluge of service calls.

JOURNAL of homebuilding

Above is re-printed an editor's excellent bit of advice on an important subject. Though the words are not our own, they express precisely the philosophy behind the Lennox organizational operation.

They explain our insistence that Lennox Comfort Craftsmen periodically attend engineer-directed training schools — to keep continually abreast of the latest heating-air conditioning developments. They shed light on why we, in training, lay such stress upon the selection of

proper equipment—and on the importance of adjustment after installation.

Lennox operates to serve you in other ways, too. To make available quicker parts service through a direct dealer-factory channel . . . to offer you professionally-planned merchandising and promotion pieces to help you sell your homes. But in the skill and competence of your Lennox Comfort Craftsman, Lennox makes its greatest contribution to a more profitable operation for you!

LENNOX

*World leader in indoor comfort
for homes, business, schools*

SOLD

— almost on sight—
the house that's

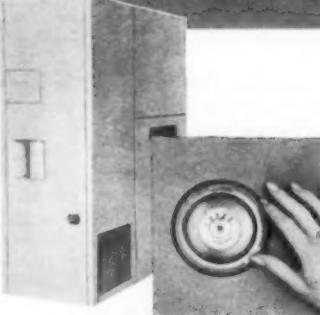
Cooled in Summer... Warmed in Winter

by an **ARKLA-SERVEL SUN VALLEY***
All Year® Gas Air-Conditioner!



Advantages for the Buyer:

Today's home buyers appreciate—and demand—year 'round comfort indoors. Show them the advantages of an Arkla-Servel Gas Air-Conditioner: summer and winter, one trouble-free unit, one easy-to-set thermostat provides just the right temperature. Fuel and maintenance bills are lower with Gas. *Never* any worry over deliveries. And Gas is cleanest.



Advantages for the Builder:

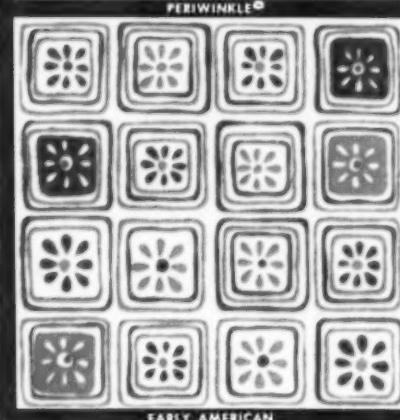
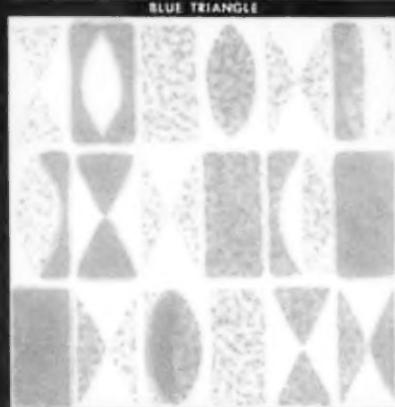
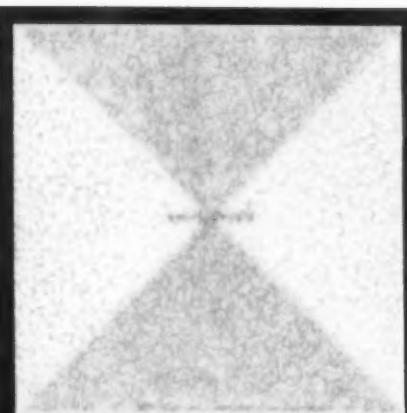
The moment prospects enter, they can feel the difference. You are offering the best, with one, double-duty Arkla-Servel that heats and cools. And you're giving them low-cost maintenance and long life...the secrets of economy with Gas. So for better sales, install Gas air-conditioning.

AMERICAN GAS ASSOCIATION

ONLY GAS **does so much more...for so much less!**

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**NEW CERAMIC TILE—
BOLD OR DELICATE—TRADITIONAL OR MODERN**



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Makes Any House More Valuable

New CERATILE line offers limitless styles and possibilities. Complete ceramic tile installation adds beauty and value—exclusive appearance at greater economy for you. New CERATILE line is available now throughout the United States.

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- 22 exclusive patterns—30 color combinations in standard line.
- CERATILE is hand crafted of high-quality. Many patterns with Krystal-glaze texture.



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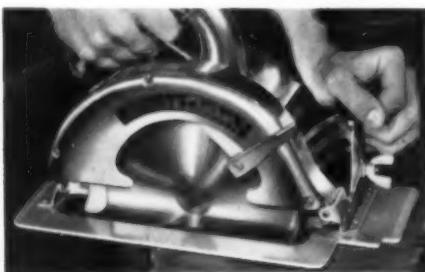
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STRENGTH . . . with new, heat-treated reinforced brackets and shoes.

CONTROL IN THE WOOD . . . light, balanced, easy to adjust, accurate guide.

BLADE WON'T QUIT . . . no clutches or overload gimmicks necessary to protect the powerful B&D-built motor.

SAFETY . . . totally-enclosed, guarded blade; automatic release switch. UL-listed.

ECONOMY . . . fast, accurate cutting produces more and better work.

Black & Decker Heavy-Duty Saws are on the job on America's top 10 construction jobs!

Pick up any B&D Saw and you're picking up a rugged piece of equipment. Now new heat-treated reinforced brackets and shoes make B&D Saws even stronger! You can count on greater accuracy and durability *plus* that powerful B&D-built motor. The result is faster, better work . . . day in, day out . . . year in, year out! Choose from five models— $6\frac{1}{2}$ " to $9\frac{1}{4}$ " blade sizes. Ask your B&D supplier about a demonstration of B&D Heavy-Duty Saws now!

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HALL-MACK®

bathroom accessories
in sparkling *Chrome*

add the *Touch* that means so much!

These sparkling Hall-Mack accessories are styled for modern, convenient living. Original in idea, and crafted from quality materials, they provide a clean, uncluttered arrangement of space — add convenience, warmth and charm to any bathroom. Their functional good looks and simple styling have set the trend in bathroom utility. So beautifully practical, they truly provide the *touch that means so much*. Quality-wise, budgetwise — the choice is always HALL-MACK!

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Address _____

City _____ Zone _____ State _____

In living, dining and bedrooms

more new homes



ARCHITECTS: Sherwood, Mills & Smith BUILDERS: Borghum & Meek



DESIGNERS AND BUILDERS: Furtell-E

...and here's why:

Oak combines economy with more practical advantages than any other flooring material. That's the simple reason for its continued overwhelming popularity. In the matter of style, Oak Floors have always been the leader. Their warm natural beauty harmonizes with any architectural or decorative treatment, is never "dated" by color or pattern. Durability, resistance to marring and ease of maintenance are well-known advantages appreciated by

every housewife. Yet Oak is an inexpensive floor, priced well within the range of any builder's budget. It's not really surprising that a new survey shows 86.4% of builders throughout the country use Oak Flooring most often for homes built on conventional foundations. Oak continues to be first choice with home buyers, too . . . the one floor you can count on to help sell any home you build, regardless of price or style.



NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION

814 Sterick Building, Memphis 3, Tenn.

The most popular, most practical of all floors

are floored with Oak

than with all other
floorings combined



U. S. Gypsum Research Village House ARCHITECT: Hugh Stubbins



ARCHITECT: Ivan R. Peterson BUILDERS: Wyatt & Coons

**Easily installed over
wood or concrete**

There's never any problem with installing Oak Floors. Nailed to a subfloor in wood joist construction or to screeds laid in mastic on a concrete slab, they go down fast and easy with minimum labor cost.



You know you're right when you specify

OAK FLOORS



SEVEN HANDY STEPSIDE MODELS, with side running board, provide spacious bodies in 78", 98" and 108" lengths. As shown above, both Stepside and Fleetside models can be easily equipped to handle special work needs.

Now... Slash Your Gas Costs by up to 20% with a big, tough Chevy pickup!

Chevrolet's 1959 Thriftmaster 6, with new Economy-Contoured Camshaft, makes a tankful of gas go farther by many miles. It's standard in every pickup model . . . and so is extra load capacity and stay-on-the-job toughness!

Choose any one of Chevy's 5 dashing Fleetside models or 7 handy Stepside models and you can count on extra savings right from the start. Each of these models offers the newly improved Thriftmaster 6 as standard equipment. With a new Economy-Contoured Camshaft, this engine provides up to 10% less fuel consumption. And in Series 31 and 32, the Thriftmaster can be equipped with a new Maximum Economy Option*, consisting of new smaller venturi carburetor and economy ratio rear axle, that improves economy by an additional 10%! Or, if you prefer V8's, these models (with the exception of 4-wheel drives) offer the power-packed performance and short-stroke efficiency of the advanced 160-h.p. Trademaster V8*. *Extra cost



FIVE DASHING FLEETSIDE MODELS offer the prestige-building style of smooth-lined body side panels as well as extra carrying capacity. Bodies come in lengths of 78" or 98" and all are a full 6' wide! Maximum payload capacity is a high 2,750 lbs. And the rugged go-anywhere *traction* of new Chevrolet 4-wheel drive is now available in both Fleetside and Stepside models.

Whatever you haul and wherever you haul it, you're sure to find a new answer to bigger loads and bigger savings in one of Chevy's spankin' new '59 pickups! See 'em at your Chevrolet dealer's now. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

No job's too tough for a Chevrolet truck!

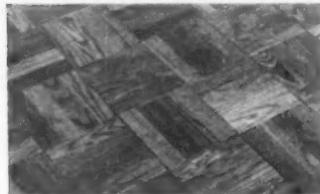




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Famous Bradley Straightline Strip Flooring—Precision manufactured for lifelong beauty and service.



Bradley Unit Wood Blocks—for floors with a "years-ahead" look. Also available in Beech and Pecan.



Bradley Random Width Oak Plank—a fine floor in the Colonial Tradition.

For Beauty Everlasting

Your home will be more liveable, more beautiful with a Bradley Brand floor of genuine, solid hardwood. A Bradley floor has natural warmth and subtle charm that cannot be matched by other materials. A Bradley floor will form a perfect setting for any style of furnishings. It will blend harmoniously with every imaginable color scheme. A Bradley floor is economical. It eliminates the need for costly rugs and carpets . . . gives a lifetime of sturdy under-foot comfort with minimum repair and maintenance cost. Bradley floors are available in all standard grades of superior Southern Oak, unfinished or pre-finished at the factory in strip and block or unfinished plank.

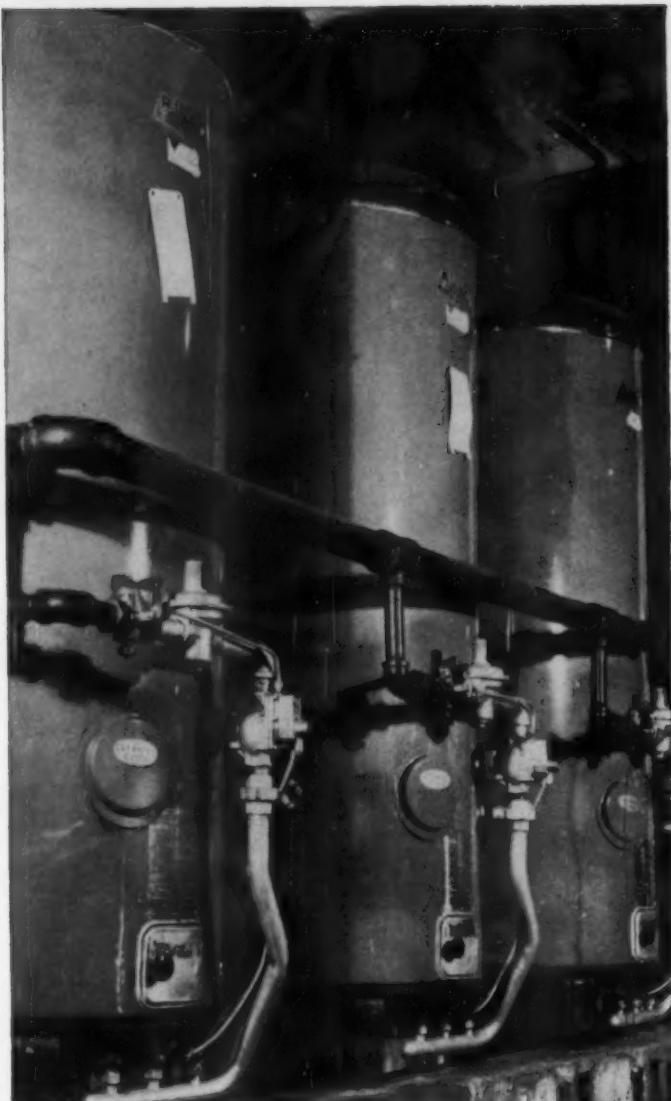
Look to POTLATCH . . .

for the finest of EVERYTHING in lumber!



POTLATCH FORESTS, INC.

BRADLEY-SOUTHERN DIVISION - POTLATCH FORESTS, INC. WARREN, ARKANSAS



WATER HEATERS WITH ALCOA ALUMINUM STOP COMPLAINTS IN MICHIGAN APARTMENT BUILDING

Three Alcoa alloy gas water heaters put a fast stop to complaints about lack of adequate hot water in the Goldine Apartments, Highland Park, Michigan.

The three Ruud-Alcoa units are used as automatic storage water heaters for the 74 apartments and nine stores located in the single building, but they can easily be connected to auxiliary storage tanks and used as circulating water heaters. They take up a minimum amount of space in a small basement room that is often flooded from water seepage. All three units have provided trouble-free, fast-recovery, year-round service since they were installed in October, 1956—even though water often comes up over the burners.

Durability is a built-in feature you can count on with Alcoa alloy water heaters. The aluminum alloy tank is strong, solid and corrosion resistant for longer life and freedom from water discoloration. High thermal conductivity assures rapid recovery rate and low-cost operation. Specially designed units meet American Gas Association Laboratories' requirements. For more information on any application—commercial, industrial or residential—send

in the coupon, or write Aluminum Company of America, 1888-F Alcoa Building, Pittsburgh 19, Pa.

Your Guide to the Best
in Aluminum Value

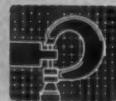
For Exciting Drama Watch "Alcoa
Theatre," Alternate Mondays, NBC-TV,
and "Alcoa Presents," Every Tuesday,
ABC-TV



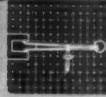
Aluminum Company of America
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Pittsburgh 19, Pa.

Please send me *Water Heater Applications of Alcoa Aluminum*, the 12-page FREE booklet that tells why Alcoa alloy water heaters outperform other water heaters, gives the easy way to figure hot water requirements, lists case histories.

Name _____ Title _____
Company _____ Street _____
City _____ Zone _____ State _____



Micro-Tongue



for Faster Laying . . . Perfect Fit

Micro-Groove

How your carpenters can
save hours per house

Every strip of Long-Bell Oak Flooring is carefully processed by precision tooled machines. Every strip quickly tapers into perfect, hairline fit. The edges and ends of every strip are machined to the most exacting standards. They readily join to form a splinter-free surface.

make your next move a Long-Bell floor

Homeowners prefer the classic warmth of Long-Bell Oak Flooring. They have made it the First Choice in Residential Construction.

Yes, Long-Bell Oak Flooring gives you a wonderful selling tool... for it is the best flooring money can buy.



Produced in Volume... For Lower
Unit Cost.

INTERNATIONAL PAPER COMPANY

Long Bell
DIVISION
Kansas City, Mo. Longview, Wash.



FROM CHEMISTRY: new building materials and methods

It's a long way from test tube to building site, but some of today's most spectacular new building materials . . . and work-saving, cost-saving methods . . . come from the chemical laboratories at

Dow. Make note of the Dow Building Products highlighted here. They can help you offer more for every building dollar . . . and increase your profits at the same time.

HARD-TO-FLASH JOBS MADE EASY WITH SARALOY® 400

New elastic flashing
is waterproof, weatherproof
... expands and contracts
with the building

New from Dow is a flashing material that offers the answers to many long-standing weatherproofing problems. It's Saraloy 400 . . . with an exclusive combination of advantages never before available.

Saraloy 400 is a flexible elastic flashing. It has proved ideal in a variety of hard-to-flash applications, particularly where expansion and contraction of building sections can soon destroy the effectiveness of other flashing materials.

Saraloy 400 can be fabricated right on the job site and conformed to nearly any contour quickly and easily . . . whether around a vent pipe or other roof protrusion, at the joint of a masonry wall and corrugated roof, or around a fieldstone chimney. It can be bonded to built-up roof coverings as well as concrete, metal, wood, brick, asbestos cement or glass-reinforced plastics. And it can be painted with any exterior oil paint.

This new flashing won't corrode, check, crack or peel . . . can be welded to itself chemically to make joints even stronger than the sheet. And its excellent weathering properties and chemical resistance assure long service life with minimum maintenance.

With Saraloy 400, you can simplify your flashing jobs and provide better flashing at far less cost per year of service.





Insulation with the lifetime moisture barrier... ROOFMATE*

Recently introduced by Dow, Roofmate is a new type of insulation for built-up roofs . . . durable, waterproof, easier than other materials to install. It won't flake, crumble or deteriorate . . . takes hot mops directly . . . withstands roofing traffic . . . stays dry, reducing blistering and leaks. Roofmate is lightweight, easy to install . . . comes in standard roof sizes at competitive prices. It can be fabricated easily with ordinary hand tools. With Roofmate, you install a durable insulation and a moisture barrier at the same time.

*TRADEMARK OF THE DOW CHEMICAL COMPANY



Fitting time cut up to 80% with SCORBORD® insulation

When it comes to foundation and slab insulation, Scorbord[†] is saving builders' fitting time up to 80%! And it's providing permanent insulation even where moisture is a severe problem.

Lightweight, easy-to-handle Scorbord is prescored for quick snapping instead of tedious cutting and fitting. It resists water, water vapor, rot and deterioration. It does not attract rodents or vermin. Scorbord provides insulation that retains its outstanding efficiency year after year.

†PATENT APPLIED FOR



POLYFILM . . . Dow's high quality polyethylene film . . . gives you a quick, sure moisture barrier, tarpaulin, temporary enclosure. Exclusive storage-dispenser box keeps Polyfilm ready . . . saves time and trouble.

STYROFOAM . . . keeps cavity walls dry . . . insulates against extremes in temperature . . . provides all-important vapor seal . . . won't rot or deteriorate . . . retains its insulating effectiveness for long-term satisfaction.

THAT'S NOT ALL! The fast growing line of Dow Building Products includes many more important new developments. We'll be glad to send you detailed information on any or all of them. Write to THE DOW CHEMICAL COMPANY, Midland, Mich., Plastics Sales Dept. 2214D6.

Put DOW BUILDING PRODUCTS to work for you

ROOFMATE* • SARALOY* 400 • POLYFILM*
LATEX • STYROFOAM* • SCORBORD* (PAT. APPLIED FOR)
*TRADEMARK

THE DOW CHEMICAL COMPANY • Midland, Michigan





CUT FURRING NAILS BY WHEELING

Four times tighter!

Furring strips stay tighter longer when you use Wheeling LaBelle Special Hardened Cut Nails. Here's the proof (based on tests by Pittsburgh Testing Laboratory):

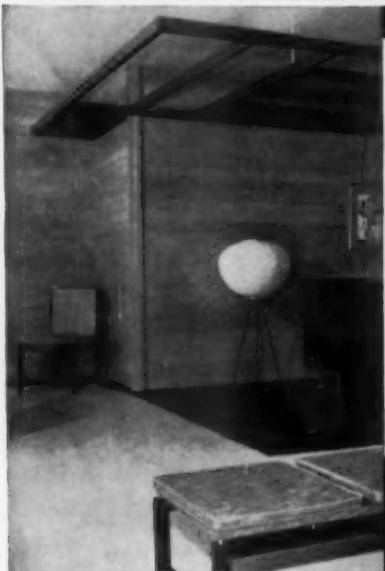
HOLDING POWER (LBS.)	0	50	100	150	200	250
SAND AND GRAVEL BLOCK	■ Wire Nails would not penetrate					
SLAGLITE BLOCK	■ Wire Nails would not penetrate					
PUMICE BLOCK						
CINDER BLOCK						
CELOCRETE BLOCK						
WHEELING CUT NAILS						
WIRE NAILS						

*Only 50% of wire nails penetrated

Get the full story on LaBelle Cut Nails from your Wheeling man. Or write Wheeling Corrugating Company, Wheeling, W. Va.



WHEELING CORRUGATING COMPANY • IT'S WHEELING STEEL! Warehouses: Boston, Buffalo, Chicago, Columbus, Detroit, Kansas City, Louisville, Minneapolis, New Orleans, New York, Philadelphia, Richmond, St. Louis. Sales Offices: Atlanta, Houston



Check these advantages

1. Competitively priced
2. Fast, easy installation
3. Takes wide variety of finishes
4. Good Buyer Acceptance.

Beautiful
**PANELING
FIXTURES AND
TRIM ARE
EXTRA VALUES
THAT SELL**

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Ideal for new construction and remodeling in residential and commercial building.

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ASSOCIATION INC.**

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Philippine Lumber Producers' Association, Inc.,
Manila

The Payoff Departments

New Products and Catalogs..... **128 →**

Builders' supermarket for the latest information on new products and catalogs. Reply card, page 130.

Land Planning..... **166 →**

Here are some facts you should know about wells, if you are one of the many builders working in areas not served by municipal water supplies.

Technical Guide..... **174 →**

How and where to use one of the best calking compounds yet: Thiokol-based sealants.

Cost Saver..... **178 →**

Here's a new hollow-masonry insulation that repels water.

How To Do It Better..... **180 →**

This end- and side-clamp assembly is much more versatile than the conventional bench vise.

Ask The Experts..... **184 →**

How to alleviate moisture problems in an attic, with cross ventilation.

Better Detail Of The Month..... **192 →**

Here are three ways to tie a concrete slab to a foundation wall.

The Month Ahead..... **204 →**

Things for builders to think about during June.

NEW PRODUCTS

\$33 unit spotlights

"Hidden Value," adds sales appeal

This new product—the restyled Luxtrol light control—will go to work for you two ways. Installed in your houses it will be a real sales feature. Installed in your model home it will call attention to the "Hidden Value" of modern lighting.

Luxtrol is used to dim and brighten lights. It comes in 450-, 800-, and 1,800-watt sizes. A unit will control either fluorescent or incandescent lights (but not combinations of the two) in any number within its capacity.

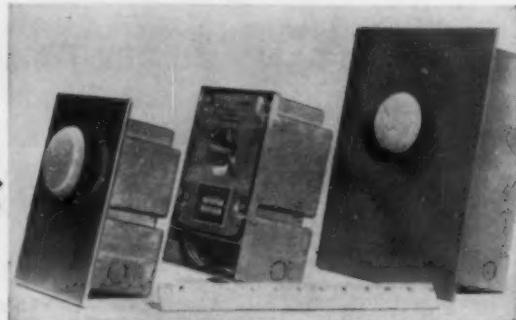
Easily mounted in most walls

All units will fit an ordinary 4-in.-deep wall. They can be mounted on horizontal or vertical members (see installation photos). Wall plates can be painted or papered to match interior finish.

Another selling point: These devices save on electricity. By letting the home owner use the exact degree of brightness required at the moment, they eliminate a major source of power waste.

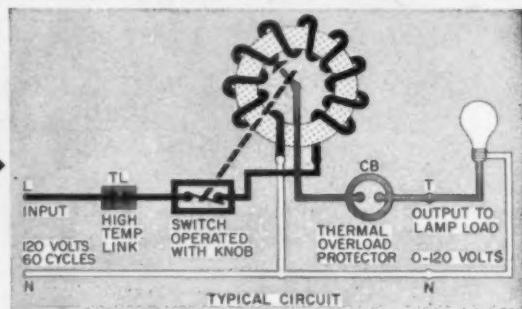
Luxtrol units retail for \$33 and up. Their manufacturer, Superior Electric, offers a catalog suggesting several home-lighting plans, as well as commercial and remodeling uses for the light-control units. (Circle No. X1, p. 130.)

WHAT



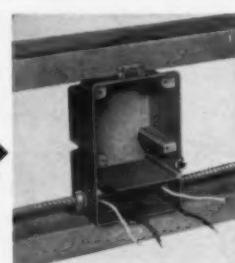
LUXTROL light control units come in three sizes, handling up to 1,800 watts. They operate fluorescent or incandescent lights in any number within unit capacity.

HOW



TYPICAL CIRCUIT of Luxtrol unit. Face knob moves brush contact (center) over transformer to produce desired brightness. Overload protector is automatic.

HOW



HORIZONTAL MEMBERS support unit. Units are 7 1/8, 8 1/4, 11 1/4" wide.

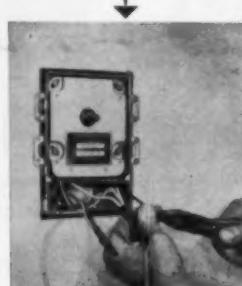
HOW



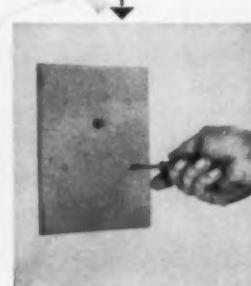
DIMENSIONS for vertical installation: 5 1/4, 6 1/4, 8 1/2 in., depending on wattage.



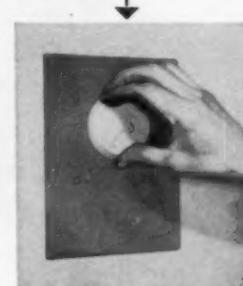
CONTROL UNIT is mounted in wallbox. It is held in place by four screws.



CONNECTIONS are made with unit in place. Splices are taped and inserted.



WALLPLATE is of prime-painted steel. It is secured with four screws.



CONTROL KNOB is pressed on. Knobs are gray, ivory, or black plastic.

You are in the **American Builder**

Supermarket



Help yourself to everything you want in new information and literature about new products listed on the pages ahead. This is one-stop shopping for ideas. Instead of writing a dozen different manufacturers, just circle the numbers on the other side of the card below . . . then drop it in the mail (no stamp needed). AMERICAN BUILDER will forward your request to each manufacturer, who will send you complete data free of charge. Get your pencil out and help yourself . . .



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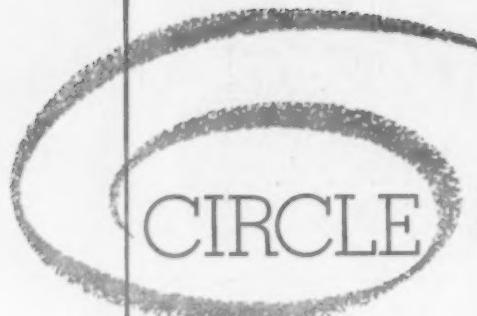
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**FREE INFORMATION . . .
on PRODUCTS & EQUIPMENT**

FREE INFORMATION - ON PRODUCTS and EQUIPMENT

NEW PRODUCTS

- X1 Superior Electric Co., light control
- X2 Vermont Marble panels
- X3 U. S. Plywood panels
- X4 Gouger Keyless Lock Co., lockset
- X5 Slant/Fin Radiator Corp., heating system
- X6 U. S. Ceramic Tile Co., tile
- X7 Morgan Co., door
- X8 F. C. Russell latch
- X9 Teale & Co., crane
- X10 Philip Carey chimney
- X11 Bimwanger & Co., shower
- X12 Steelbilt, Inc. doors
- X13 Tappan Co., range
- X14 Jeff Jones Co., tape
- X15 Pass & Seymour switch
- X16 Jerit Supply Co., room divider
- X17 Time Saver Tools drill
- X18 Bell Electric Co., outlets
- X19 Farboil Co., finish
- X20 Dorian Internat'l concrete panels
- X21 The Oddo Co., bracket
- X22 Frigidaire patio kitchen
- X23 The Stanley Works hardware
- X24 Corcoran paint roller
- X25 Geo-Drill Co., drill
- X26 Speedy marker
- X27 Hobart Mfg. Co., dishwasher
- X28 Davis Products kitchen
- X29 Skil Corp., saw
- X30 N. E. Patton roofsys
- X31 Stow Mfg. Co., tamper
- X32 Edward Hines Lumber Co., siding

CATALOGS

- X33 Acopian Technical Co., built-in radio
- X34 Carrier control panel
- X35 Black & Decker tool
- X36 Pyle-National fixture
- X37 Libbey-Owens Ford heat gain calculator
- X38 Simplex Forms System forming equipment
- X39 Van-Packer Div., Flintkote go-vent
- X40 Reflectal insulation
- X41 Westinghouse lamps
- X42 American Power Tool power tools
- X43 Walker Electrical Co.
- X44 Locke Mfg. Co., railings
- X45 Formica Corp., tile
- X46 Micromeric Tile Co., tile
- X47 J. I. Case tractors
- X48 Edwin L. Wiegand heater
- X49 Amweld Building Products steel doors
- X50 Norge Sales Corp.
- X51 Haskelite panels
- X52 Uni-Bilt Div., Vega Industries fireplace
- X53 Mirl Plastic Products Co., wall surfaces
- X54 Pittsburgh Corning Corp., insulation
- X55 Kohler bathroom fixtures
- X56 Charles Machine Works trencher
- X57 Monsanto Chemical Co., architectural glass
- X58 A. M. Byers Co., pipe
- X59 Celotex Corp., insulation
- X60 Internat'l Harvester tractor
- X61 Reiss Assoc., laminated plastic

**LAND PLANNING
WATER SYSTEMS**

- X62 Clay Flue Lining Institute fireplace
- X63 Standard Dry Wall Products waterproofing
- X64 Jacuzzi Bros. Inc.
- X65 The Deming Co.
- X66 F. E. Meyers & Bros. Co.
- X67 Dempster Mill Mfg. Co.

DECORATOR PUMP CO.

- X68 The Duro Co.
- X69 Goulds Pumps, Inc.
- X70 Uniflow Mfg. Co.
- X71 Aurora Pumps
- X72 Fairbanks, Morse & Co.
- X73 The Morrison Co.
- X74 Red Jacket Mfg. Co.
- X75 The Tait Mfg. Co.
- X76 A. Y. McDonald Mfg. Co.
- X77 Dempster Mill Mfg. Co.
- X78 Barnes Mfg. Co.

COST SAVER

- X79 Zonolite insulation

**WESTERN
NEW PRODUCTS**

- X80-W Gladding McBean & Co., solar screens
- X81-W Weyerhaeuser Timber Co., hardboard
- X82-W Dura Diamond Tool Co., drill
- X83-W Bourne Products, Inc., window

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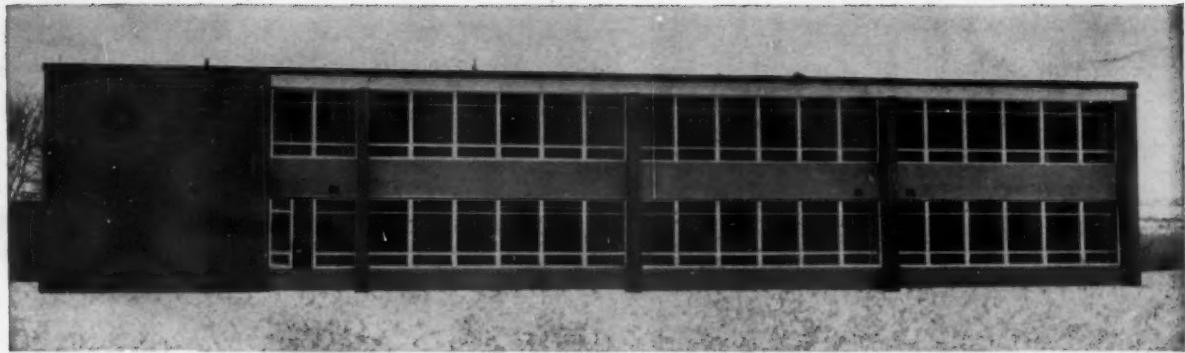
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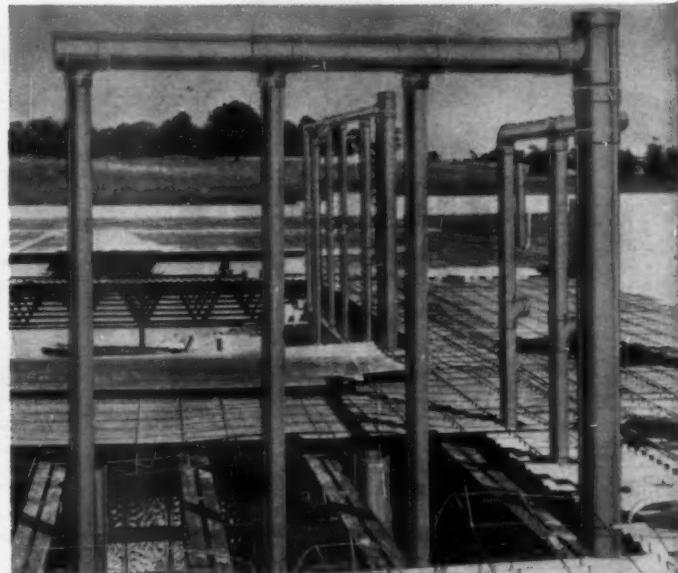
GOWER SCHOOL ADDITION, Hinsdale, Illinois. Architect: Wight & Schlaebitz, Downers Grove, Illinois. Plumbing and heating contractor: Jerry & Phil's Plumbing & Heating, Inc., Brookfield, Illinois.

SUPERIOR ALL-COPPER PLUMBING IN THIS SCHOOL AT LOWER COST TO TAXPAYERS



COPPER SANITARY DRAINAGE LINES roughed-in among structural members at Gower School. This space-saving installation would have been impracticable with heavy, bulky pipe requiring threaded or caulked joints.

Phil Bergeron and Jerry Wehrmeister, plumbing contractors near Chicago, have found that the installation economies with copper tube and solder-joint fittings enable them to offer all-copper plumbing—water supply and sanitary drainage—at a cost lower than competitive bids based on installing ferrous piping. Recent jobs awarded to them as low bidder include the Gower School, the LaGrange Township Junior High School, a church, health center, two restaurants and a store. Anaconda was used for all these jobs. Phil Bergeron says, "We specify Anaconda Copper Tube and Fittings



COPPER SANITARY DRAINAGE LINES for second floor lavatories at the Gower School. Light weight of copper tube and ease of making solder joints save many dollars on multiple installations like this. Compact assemblies eliminate wide plumbing walls, give greater usable floor area.

because their consistent fine quality and close tolerances makes our work easier and keeps the job costs within our estimates."

Contractors, builders, and architects the country over are finding that they can provide long-lasting, low-maintenance all-copper plumbing at a cost competitive with ferrous piping. For information on Anaconda Copper Tube and Fittings, write for a copy of Publication C-33. Address: The American Brass Company, Waterbury 20, Conn. In Canada: Anaconda American Brass Ltd., New Toronto, Ont.

2000

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ALL-NEW, ALL-TRANSISTOR
Delco-matic GARAGE
DOOR OPERATOR!

Delco-matic is the all-transistor garage door operator that's both completely new and completely tested. Not only was it built by a pioneer in the garage door operator field, but performance-tested across the country for a six-month period! Both the transmitter and receiver have been designed to take full advantage of transistor dependability.

Trouble-free operation is further assured by a powerful Delco motor, high quality component parts, and careful construction by experienced craftsmen. Added to this are the all-important transistors, made by Delco Radio, to provide year-round service without interruption. The new Delco-matic is truly the first garage door operator you can install and forget.

NEW FEATURES

interference-guarded by operation in the 5-10 kilocycle signal range. Delco-matic tuning rejects all but the signal sent by its own transmitter. Not affected by higher frequency operation of most interference-causing electronic equipment. Different frequencies are available to prevent "cross-signal" with nearby operators.

trouble-free—Specifically designed for transistor operation, the Delco-matic is far superior to so-called "transistorized" adaptions which are merely revised versions of old door operator designs. Vacuum tube



burn-out problems, common to most door operator designs, are non-existent with the new Delco-matic. The tubes have been eliminated from both the receiving and transmitting units.

easy to install—Delco-matic operates any track mounted, overhead door—single, double, or twin. Transmitters can be mounted in any car, or any number of cars—and can be easily transferred from car to car.

built-in safety features—The Delco-matic has a load sensitive control that automatically stops the door if it contacts an obstruction. It can be reversed at any time, and will operate manually in case of power failure.

one-year warranty—Every part of the Delco-matic—transmitter, receiver, motor, shock absorber and tubing—is fully covered by a General Motors warranty.

3 YEARS IN DEVELOPMENT—READY NOW!

Space-age electronics! Mechanical engineering know-how! Delco Products and Delco Radio combined their efforts to perfect the Delco-matic, and it's thoroughly backed by General Motors. It was three years in developing, and six months in actual-use testing. You can install and sell this operator with complete confidence of owner satisfaction. Should service be necessary, a new warranty

policy covers service and maintenance through factory authorized electronics specialists. The Delco-matic is one of the best ways to make your new homes sell.

Delco-matic Garage Door Operators are sold, installed, warranted and serviced by Crawford Door Sales Company, the nation's leading garage door specialists.

DELCO GM PRODUCTS

Division of General Motors Corporation Dayton 1, Ohio

Division of General Motors Corporation
Dept. AB-6, Dayton 1, Ohio

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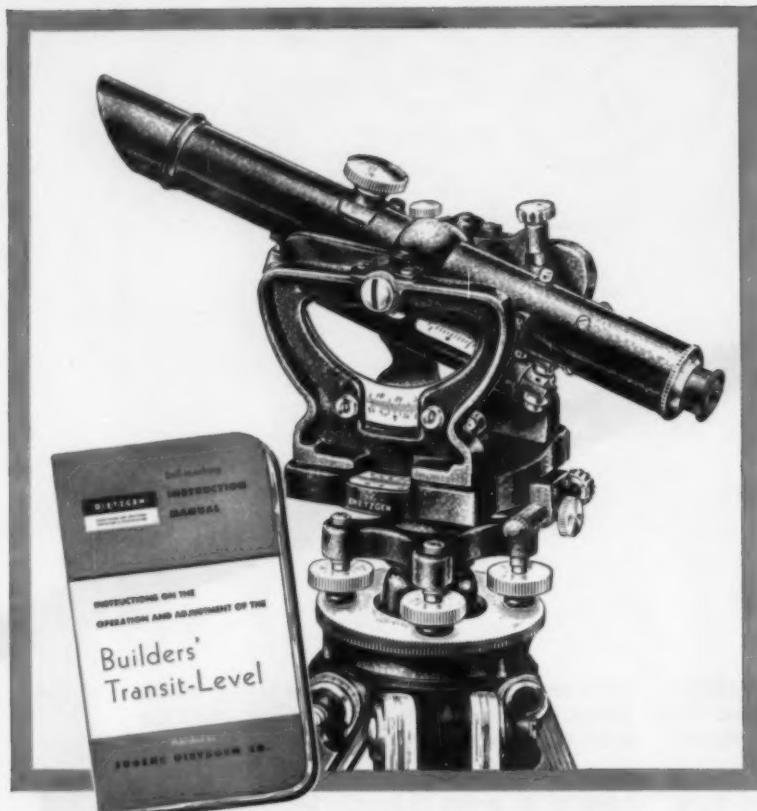
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Company _____

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NEW PRODUCTS



ONE INSTRUMENT FOR ALL YOUR SURVEYING

This rugged, two-in-one instrument can do all your surveying work from start to finish... run boundary lines, layout foundations, find elevation differences, level up excavations, align foundation piers, determine and set grades, plumb vertical lines, walls, uprights, chimneys and poles, run sewer and drainage lines, landscape... all kinds of jobs, big and small.

An unusually rugged instrument, the Dietzgen Builders' Transit-Level will give years of accurate trouble-free service. Strongly ribbed, it combines lightness with great strength. The Internal Focusing Telescope is sealed against dust and moisture... lenses stay clear even around dirty construction jobs. When converting the instrument from a Transit to a Level, a unique locking device eliminates possible errors.

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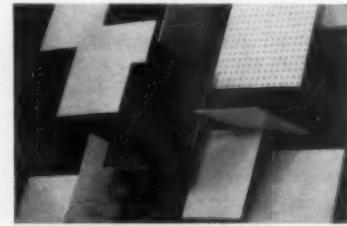
EVERYTHING FOR DRAFTING
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Panels have marble facing

Beauty and economy in curtain-wall construction are possible with pre-assembled marble-faced panels. Units consist of $\frac{1}{2}$ " marble facing and core of rigid insulating material encased in an extruded aluminum frame. Flush-mounted panels permit low-cost installation. Vermont Marble Co., Dept. AB, Proctor, Vt.

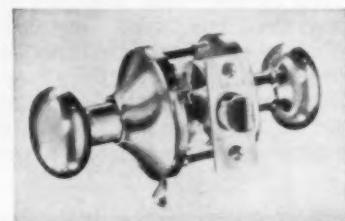
Circle No. X2 on reply card, p. 130



Panels won't burn

For interior and exterior use, this panel is completely incombustible and weatherproof. Weldwood Glas-weld comes in 48" x 96" panels, in $\frac{1}{8}$ ", $\frac{1}{4}$ " and $\frac{3}{16}$ " thicknesses. Has prefinished impervious surface. Has easily cut, drilled, and nailed. U.S. Plywood Corp., Dept. AB, 55 W. 44th St., New York 36, N.Y.

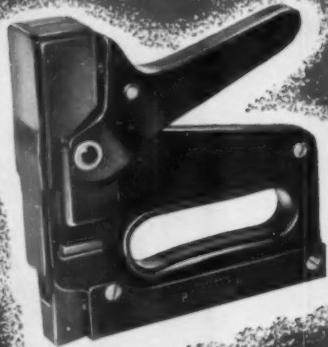
Circle No. X3 on reply card, p. 130



Lock needs no key

This combination lock is a simple mechanism which adds both practical convenience and interest to entrance doors. Lock operates by turning the doorknob left and right according to the combination number. Of modern design, it is easy to install. The Gougle Keyless Lock Co., Dept. AB, Kent, Ohio.

Circle No. X4 on reply card, p. 130



BOSTITCH T5 STAPLING TACKER

Stitches insulation, underlay, ceiling tile, insulation, screening, low-voltage wiring. Drives staples in five leg lengths — from 3/32" to 9/16". Three models for three wire sizes.



BOSTITCH H5 STAPLING HAMMER

Lightweight hammer for high-speed tacking of building paper, foil insulation and other light nailing jobs. Easy to use — like all Bostitch hammers. Takes 3/16", 1/4" or 5/16" staples.



BOSTITCH H2B STAPLING HAMMER

For medium-duty jobs such as roll and batt insulation, wooden undercourse shingles, coronaite and metal lath. Drives 1/4" or 3/8" staples. H2B1/2 drives 1/2" staples. Holds 160 staples.



BOSTITCH H4 STAPLING HAMMER

For applying asphalt shingles, tin disks on felt in built-up roofing and other heavy-duty stapling jobs. Drives 3/4" staples. Legs diverge — holding power equals two 3/4" nails of 1/16" wire.

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Ragged, uneven, wasteful cutting jobs? Impossible! You always trim fast, sure, and razor-clean when you use the compact, portable DOSCH CUSTOM CUTTER. Oak? Pine? The durable tool-steel blades shear all woods easily. Angles? Anything from 40° through 90°. Compare this with limited miter boxes! Versatility? Just look! All the fundamental cuts framing this advertisement—square cuts, miters, undercuts, chamfers, bevels, and rounds—are yours in seconds. Sanding or putty? Forget it! You automatically get a finish far smoother than the finest saw cut... and a perfect miter, too. Conclusion? Here is a basic tool that belongs on every workbench. To save time, wood, and money on cutting jobs, send for your guaranteed DOSCH CUSTOM CUTTER—right away!

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Name _____
Address _____
City _____ County or Zone _____ State _____

NEW PRODUCTS



Cut central heating costs

Vertical-finned radiation heating system cuts time and labor costs. For marginal multiple dwellings, it eliminates the radiator. A vertical-finned pipe 2" in diameter is installed. System is effective and safe. Details from Slant/Fin Radiator Corp., Dept. AB, 130-15 89th Ave., Richmond Hill 18, N.Y.

Circle No. X5 on reply card, p. 130

Tile installs faster

Precision-sized tile can be installed 20% faster than ordinary tile, according to the manufacturer. Also features a grout lock on all four edges of the individual tile. Adds to life of tile, makes maintenance easier. U.S. Ceramic Tile Co., Dept. AB, 217 4th St., Canton 2, Ohio.

Circle No. X6 on reply card, p. 130



Basic door has custom look

New entrance door combines custom individuality with stock-door economy. With the "M-400 Custom-line Entrance Doors" a builder can offer a selection of 1,500 designs in one stock door. Basic door is ponderosa pine and insert panels come in 12 styles. Morgan Co., Dept. AB, Oshkosh, Wis.

Circle No. X7 on reply card, p. 130

I'm a realtor



As a real estate agent I find it easier to sell buildings when Wolmanized® pressure-treated lumber was used in their construction. Then I can emphasize the fact that the structures have built-in, life-time protection against rot and termites, as well as against decay caused by condensation and high humidity. Every time I'll take residential, commercial and industrial buildings constructed with Wolmanized pressure-treated lumber. They sell faster—and in the long run, worth more.

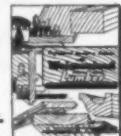
W-16

Wolmanized

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*Chase helps you sell
the homes you build!*

SEND FOR THESE TWO BOOKLETS **NOW**

Did you know that Chase® copper tube plumbing costs less installed than ordinary rustable pipe? Get the facts about using the finest plumbing material—COPPER in your houses. Send for your free copy of the new Chase book, *Save on the Homes You Build*. It's illustrated—quick-reading—handy. And it gives you FACTS about savings that can be made with Chase copper tube plumbing.

Also, be sure to ask for a copy of the new Chase booklet, *Now's the Time to Buy a House*. It was

specially written to help builders sell more houses. It tells your prospective customers the reasons why Now is the time to buy a new home...helps you with convincing facts on the "economics" of buying a home now. Available at low cost for your own imprint. You can have a sample for the asking.

Get these two helpful booklets right now...from the nearest Chase office, representative or warehouse. Or fill out and mail the coupon to Chase at Waterbury 20, Connecticut.



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CHASE BRASS & COPPER CO., Dept. AB-659, Waterbury 20, Conn.

Please send me my FREE copies of "Save on the Homes You Build" and "Now's the Time to Buy a House." I want to see how low-cost, Chase® copper tube plumbing can help me save money and sell more houses.

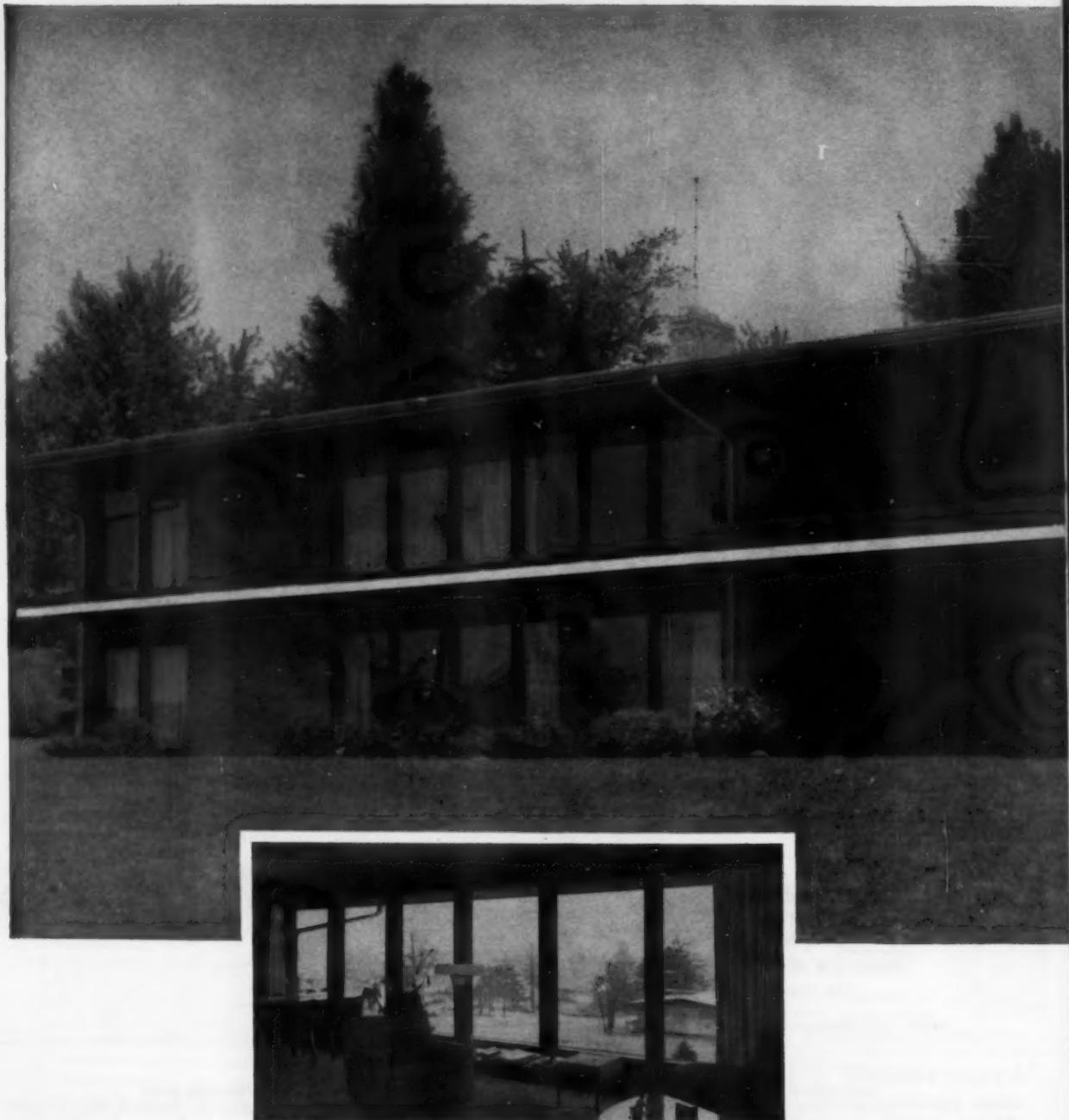
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**"Our home owners continually tell us how
with TWINDOW insulating**



happy they are
windows,"

says Edward J. Dougherty, Builder, Allentown, Pennsylvania



THIS FORWARD-LOOKING CONTRACTOR builds about 15 homes a year in the Allentown, Pennsylvania, area. Prices of his homes range from \$20,000 to \$45,000.

In Mr. Dougherty's opinion, not only does TWINDOW add sales appeal to a home; it is practically a necessity in view of the requirements of present-day buyers. He says: "With home buyers constantly insisting on larger window areas in homes today in order to fully enjoy the best outside views, it is necessary to install TWINDOW in these windows to permit a clear, undistorted, frost-free view for all seasons. TWINDOW creates a feeling of spaciousness and permits a fuller view of the outdoors."

Does TWINDOW make home buyers happy owners? Most assuredly, according to Mr. Dougherty: "Our home owners living in homes containing TWINDOW are continually remarking to us how happy they are with TWINDOW insulating windows. This has convinced us that the advantages of TWINDOW are worth making available to all our prospects." Adding a note of endorsement derived from personal experience, Mr. Dougherty says: "Our past, hard winter season certainly pointed up the added comfort and convenience to home owners with TWINDOW in their homes."

Help sell your homes and generate customer satisfaction by including TWINDOW . . . Pittsburgh's windowpane with insulation built in. It cuts heating and air-conditioning costs, reduces drafts at windows, muffles outside noises, eliminates the need for storm windows. Further information is contained in our free TWINDOW booklet. Why not write for a copy today? Address Pittsburgh Plate Glass Company, Room 9166, 632 Fort Duquesne Blvd., Pittsburgh 22, Pennsylvania.

TWO TYPES OF TWINDOW



**TWINDOW—
METAL EDGE**



**TWINDOW—
GLASS EDGE**

TWINDOW—METAL EDGE. This type is ideal for large windows and where maximum insulation is needed. It's made up of two panes of $\frac{1}{4}$ " clear-vision Plate Glass, with a $\frac{1}{2}$ " sealed air space between. Its stainless steel frame, a TWINDOW feature, eliminates bare edges . . . makes handling safe, quick and easy.

TWINDOW—GLASS EDGE. This type is just the thing for modern window-wall construction. Having exceptional insulating properties, it is constructed of two panes of $\frac{1}{8}$ " PENVERNOW—the quality window glass—with a $\frac{1}{4}$ " air space between. TWINDOW—glass edge units are available in popular sizes for a variety of window styles.

TWINDOW®

...the windowpane with insulation built in



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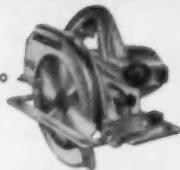
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Capacity: $2\frac{7}{8}$ " at 90°
 $2\frac{9}{32}$ " at 45°
\$95.00



You get tremendous cutting capacity and exceptional light weight in these powerful, all-new professional saws. From grip to guard, they're

ANY ONE OF THESE

No. 747
 $7\frac{1}{4}$ " - 2.0 H.P.
Capacity: $2\frac{3}{8}$ " at 90°
2" at 45°
\$84.50



loaded with extra-value, extra-performance features: New, exclusive "Micro-Guide"® . . . New "Full-Power" motors . . . New perfect-

NEW HEAVY DUTY

No. 646
 $6\frac{1}{2}$ " - 1.5 H.P.
Capacity: 2" at 90°
 $1\frac{11}{16}$ " at 45°
\$69.50



balance handles . . . New direct-reading adjustment scales . . . New quick-change blade retaining bolts . . . and many, many more.

POWER SAWS

Offer good for limited time only!

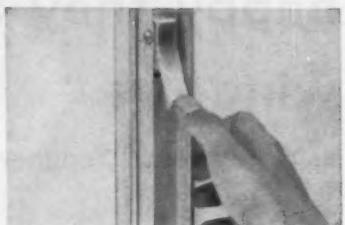
**MILLERS FALLS
TOOLS**

SINCE
1868

**MILLERS FALLS CO.
DEPT. AB-4**

**GREENFIELD
MASSACHUSETTS**

NEW PRODUCTS



Window has automatic lock

Spring tension latch on the new Rusco window will unlock at a finger touch and lock automatically when the window is closed. This horizontal-slide aluminum prime window also features silent-glide operation. F. C. Russell Co., Dept. AB, Columbian, Ohio.

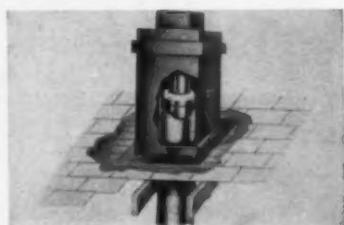
Circle No. X8 on reply card, p. 130



Crane "ups" prefab profits

Hydraulic truck-mounted crane saves time and manpower. Speeds unloading. Prefab sections are quickly swung into exact position. When builder-owned, it can be mounted on any truck 1½ tons and up. Available with 30' to 35' boom, lifts 650 to 7,000 lbs., and swings in full 360° arc. Teale & Co., Dept. AB, Box 308, Omaha, Neb.

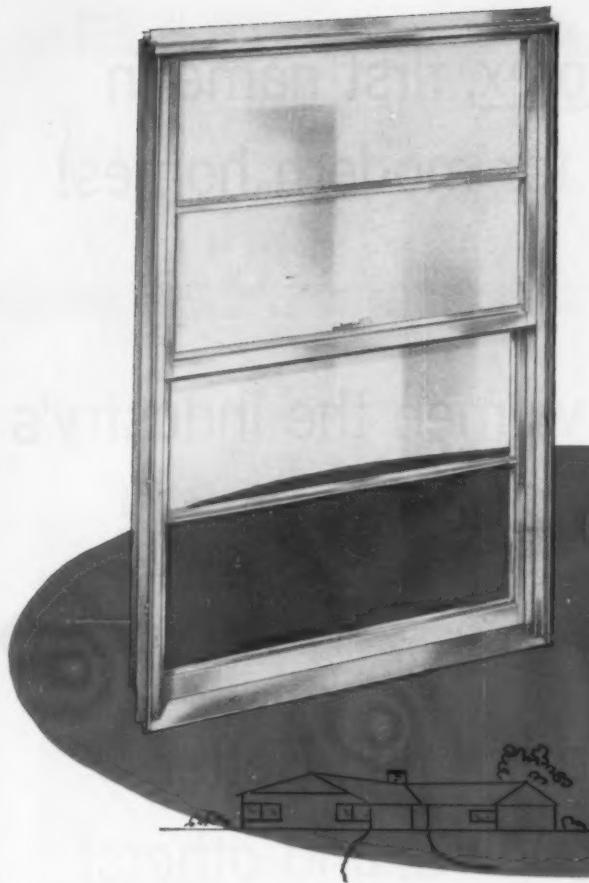
Circle No. X9 on reply card, p. 130



Chimney installs quickly

Complete packaged chimney is said to offer builders up to 60% savings compared to installed cost of masonry chimney. With openings prepared, it takes only 30 minutes to install. Approved for all fuels, it comes in standard 19" x 19" model and deluxe 19" x 34" model. Philip Carey Mfg. Co., Dept. AB, Lockland, Cincinnati 15, Ohio.

Circle No. X10 on reply card, p. 130



Profit Booster For Builders!

Cupples
New Low-Cost
Double-Hung

ALUMINUM WINDOW

LOOK AT THESE OUTSTANDING FEATURES

- ... usually found only in much higher-priced windows
- Full 2½" frame for rigidity.
 - Tubular extruded rails for greater strength.
 - Heavy metal-back pile weather stripping for tightness.
 - Continuous lift rail for convenient raising and lowering of sash.
 - Stepped sill for water tightness at this vulnerable point.
 - Precision fitting joints.
 - Positive lock for security.
 - Will not rust, warp or rot... never need painting.
 - Easy to install... no service call-backs.
 - Rigid tests by independent laboratory show they meet or exceed requirements of Aluminum Window Manufacturers Association.

Write for name of nearest
Cupples distributor.



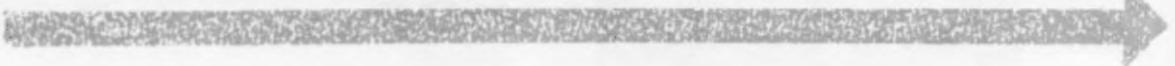
Here's the perfect window for your double-hung market. It is a completely new window with many of the high quality features of Cupples finest windows, yet is priced to meet *all* competition. Automation and volume make this possible.

When you specify Cupples new double-hung windows, you please your customers, add to your profit margin. There are 28 stock sizes. Picture windows come in 27 stock sizes designed for crystal plate or insulated glass.

Cupples

PRODUCTS CORPORATION
2656 South Hanley Road • St. Louis 17, Missouri

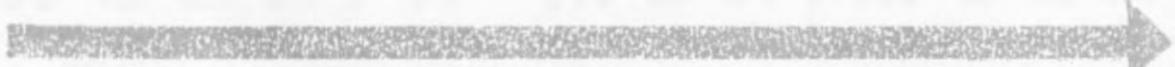
New! And from Celotex, first name in
sound conditioning for modern homes!



Voted by American women the industry's
most beautiful... by 2 to 1 majority!



Nationally advertised in LIFE, Better
Homes & Gardens, LIVING, and others!



Leading builders say, "Hush-Tone* Tile
says quality built... helps sell homes!"

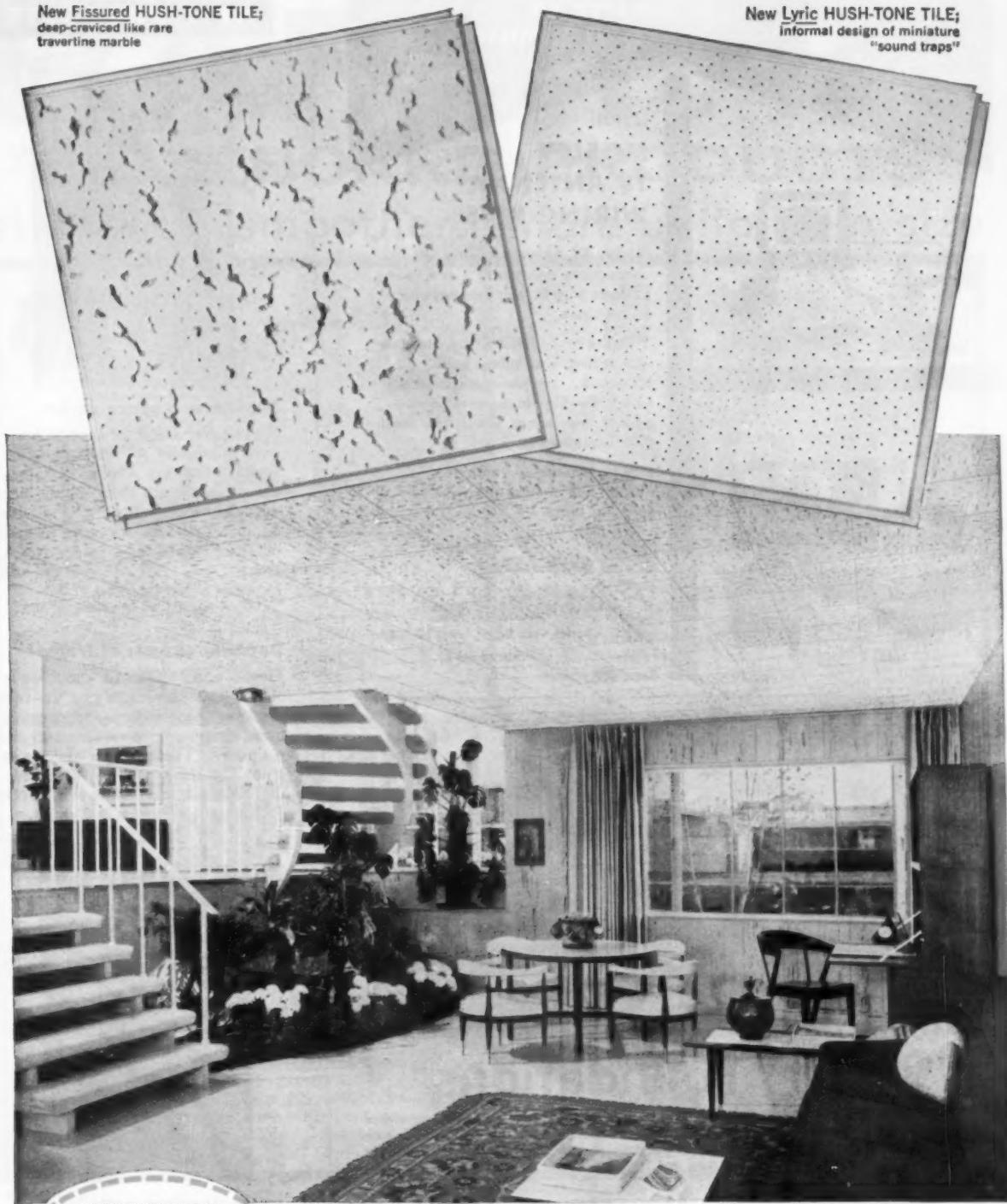


See these beautiful quieting "Ceilings
by Celotex"... at your dealer's now!

*TRADE MARK

New Fissured HUSH-TONE TILE;
deep-creviced like rare
travertine marble

New Lyric HUSH-TONE TILE;
informal design of miniature
"sound traps"



APPROVED

BY

AMERICA'S LEADING
BUILDERS!

ENDORSED

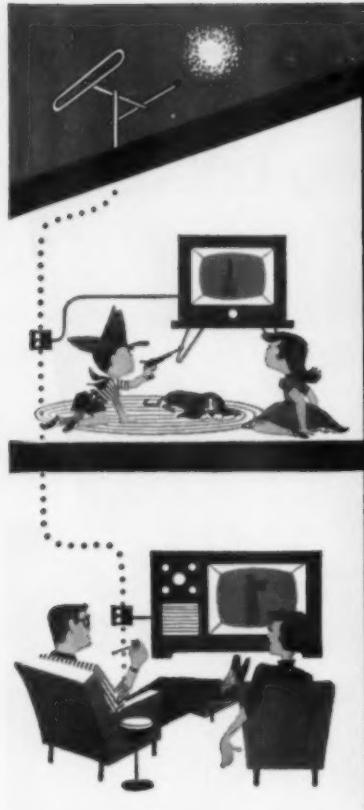
BY

AMERICA'S LEADING
DECORATORS!

One of the beautiful rooms featured in Celotex National Advertising Campaign:
Interior by Marion Heuer, American Institute of Designers

CELOTEX
REG. U.S. PAT. OFF.
BUILDING PRODUCTS

THE CELOTEX CORPORATION • CHICAGO 3, ILLINOIS



CATER TO 2-SET FAMILIES

(AND THOSE WHO
WANT TO BE)

install **MOSLEY** TV ANTENNA WIRING KITS

Mosley TV Antenna Wiring Kits connect one antenna to 2 or 4 rooms...users plug in their sets anywhere in the house.

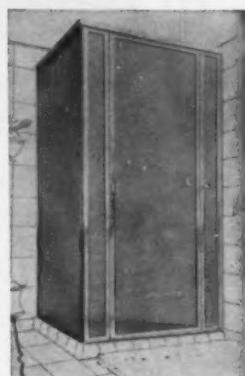
2-Outlet or 4-Outlet Kits...complete with wiring, wall plates and hardware...are low-cost and easy to install—high in the convenience appeal that swings sales. They meet FHA requirements.

Pick up salespower! Pick up Mosley Kits at your electrical wholesaler, or write

Mosley
Electronics, Inc.

8622 St. Charles Rock Rd., St. Louis 14, Mo.
FREE—Builders Booklet AB-1.
Send for yours.

NEW PRODUCTS



Shower is a space saver

Space-saver Daylight shower enclosure eliminates 4" walls necessary for stall showers. Two side walls of the enclosure are glass. Either clear or translucent glass is available. Aluminum extrusions come in Satin or Brite finish. Binswanger & Co., Dept. AB, 207 N. Main St., Houston, Tex.

Circle No. X11 on reply card, p. 130

Doors have special frames

Here's a new idea in knock-down sliding-glass-door design. It uses steel surround frames for strength, and aluminum glass frames for economy. These materials assure true alignment and positive seating. Steelbilt, Inc., Dept. AB, 18001 S. Figueroa, Gardena, Calif.

Circle No. X12 on reply card, p. 130



9 to 11 Foundations

Pouring 9 to 11 house foundations a week is a regular occurrence in the sparsely populated area of Logan, Utah. In fact, Morris J. Smith, the concrete contractor, and his crew with about 5,000 square feet of Symons Steel-Ply Forms have poured more than 400 foundations in 2 years. The ply-wood has not been turned and is still good for many more pours.

Symons CLAMP AND MFG. CO.

4261 Diversey Avenue, Dept. F-9, Chicago 39, Illinois

Please send folder giving the complete Morris J. Smith story.

Name

Firm Name

Address

City Zone State



Electronic range costs less

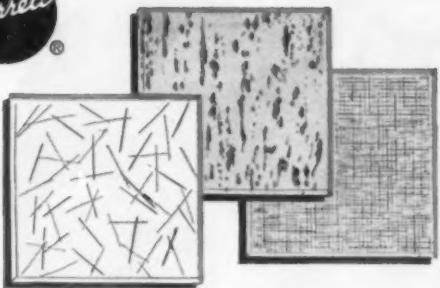
The 1959 electronic range, priced at \$895, costs about \$200 less than last-year's model. It compares in price with a deluxe conventional cooking appliance. New features include a browning unit in the oven, a self-contained cooling unit, a 35-minute timer. Data from Tappan Co., Dept. AB, Mansfield, Ohio.

Circle No. X13 on reply card, p. 130

BARRETT

FIBREBOARD PRODUCTS

stronger...smoother...more uniform in size



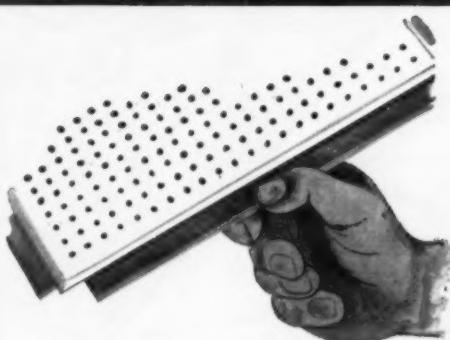
- 1 CEILING TILE IN 3 NEW PATTERNS**
... Sparkler, Fissure and Tattersall. Decorated in tasteful multi-colors, these new Barretonet Tiles are backed by heavy promotion in The Saturday Evening Post!



- 2 EASY TO APPLY...BUILDING BOARD AND PLANK** Here's just the thing to finish a basement or attic. Plank is factory-painted in a choice of colors. Nail directly to framing for finished walls.



- 3 23% STRONGER...“RIGIDWALL” SHEATHING** RIGIDWALL® is the new Barrett Insulating Sheathing that exceeds FHA requirements for application without corner bracing, by 23%. Also exceeds FHA requirements for direct nailing of siding...and by 47%!



- 4 STRENGTH THROUGH CHEM-FI PROCESS** The CHEM-FI Process is the Barrett method of fibreboard manufacture that makes all these products superior to others. Try holding other ceiling tiles by the flange, as above, and watch them break in your hand. Barrett Insulating Tiles are proved stronger!

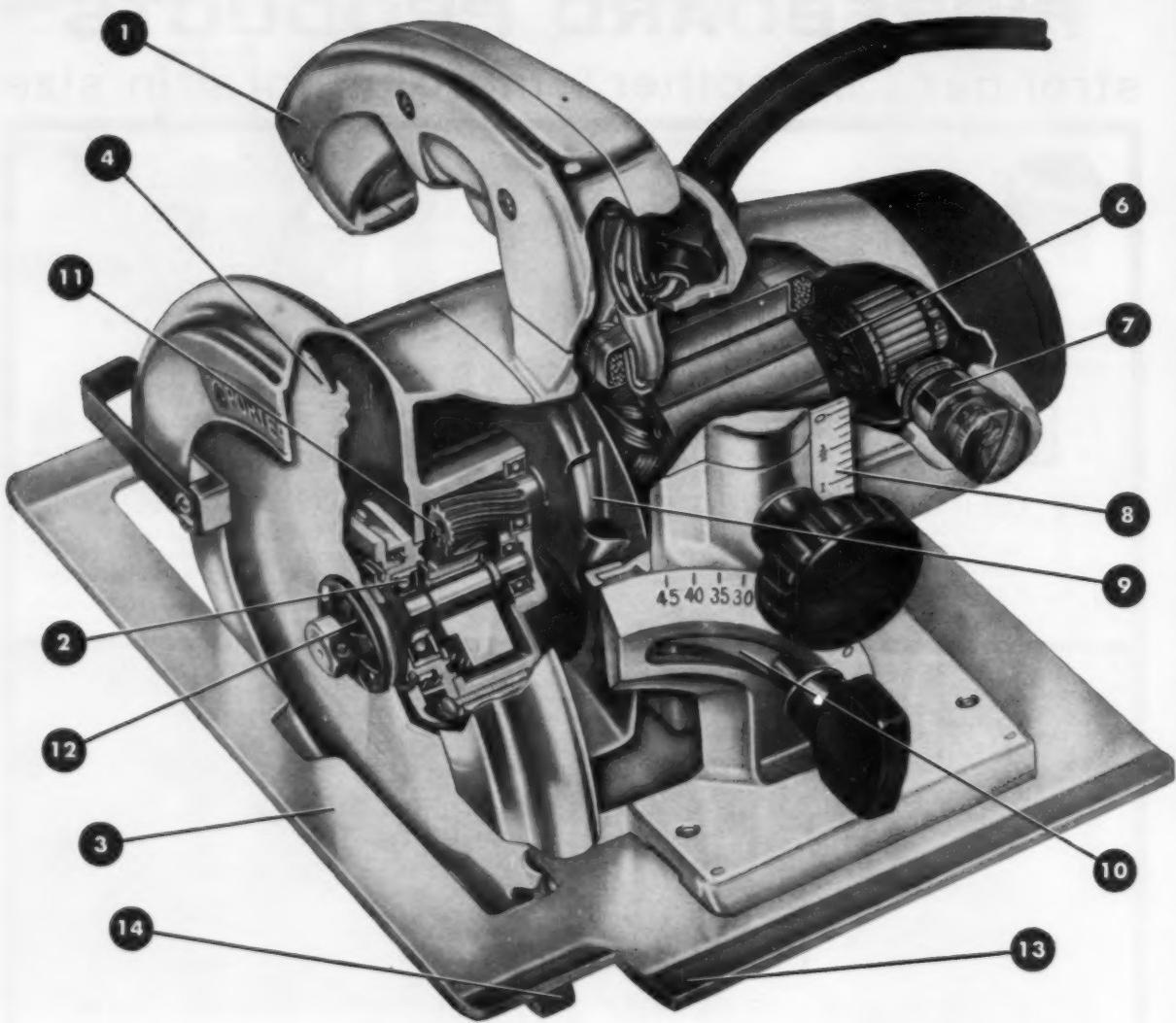
† Trade Mark of Allied Chemical Corporation

A Barrett representative can show you how the extra strength of these fibreboard products can mean more sales...less wastage...and bigger profits for you. And the BARRETT name can help win the confidence of your prospects. Asphalt Shingles and Roll Roofing • Asbestos-Cement Siding Shingles • Rock Wool Insulation • Sheathings and Building Papers • Roof Insulation • Built-Up Roofing Products • Bituminous Coatings and Cements • Translucent Plastic Panels.

BARRETT DIVISION
40 Rector St., New York 6, N.Y.



PORTER-CABLE



1 BALANCE—Comfortable, contoured handle is specially designed and located for easy one-hand operation and operator comfort on every cut... in any position!

2 PRECISION BALL BEARINGS—Heavy-duty, oversize ball bearings are used THROUGHOUT; grease packed at factory for life time trouble-free service.

3 WIDE WRAP-AROUND BASE—Heavy-duty machined base projects on both sides of blade to provide full support and greater stability on cuts from either direction.

4 CHROME-PLATED BLADE—Chrome plating gives blade extra-hard

cutting edge for longer life. Standard equipment on all new models.

5 GEAR LUBRICATOR—Keeps gear chamber well lubricated without having to dismantle saw. Simple twist of cup ring injects grease onto gear and pinion. (Not shown on drawing.)

6 PRECISION MACHINE-WOUND ARMATURE—Features a newly-developed winding technique which assures identical electrical and physical characteristics of the coils. Coils are nylon-clad and insulated for maximum power and top performance.

7 HEAVY-DUTY BRUSHES AND BRUSH MECHANISM—Spring-loaded car-

tridge type brushes are self-adjusting. Specially designed for better commutation and peak performance.

8 CALIBRATED DEPTH SCALE—Eliminates guesswork. Simply loosen depth adjustment knob and instantly raise or lower saw to desired depth as indicated on the scale.

9 DUST BLOWER—Specially designed to maintain high efficiency of motor and keep cutting line clear.

10 PRECISION ANGLE SEGMENT—Quick and easy to set for accurate bevel cutting from 0° to 45°. Weight of saw is held by heavy die castings at any depth or angle setting.

11 PRECISION MACHINED GEARS—Hardened for greater tooth strength, larger contact area, peak performance and longer life.

12 KICKPROOF CLUTCH—Eliminates kickback. Protects operator. Prevents motor and switch burnout.

13 SINGLE LINE OF CUT—Only one sighting line to follow on any cut—whether straight, angle or bevel.

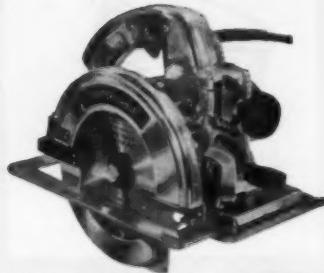
14 SAFETY "NO-DRAG" GUARD—Patented miterlip on leading edge prevents jamming at start of any cut, and eliminates "drag" during the cut. Positive action of new coil spring returns guard immediately after cut is completed.

SAWS

are the world's finest...

HERE'S WHY:

When it comes to designing a better saw — you can depend on Porter-Cable to do it—and do it first! Typical of Porter-Cable's fifty years of leadership are these three models—the newest additions to the famous line of Porter-Cable saws. Today, more than ever, it pays to see these quality saws at your Porter-Cable dealer. You'll get more cutting power... more satisfactory use... more professional features... more lasting value... at special low introductory prices!

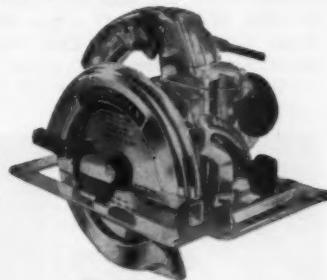


LIGHTWEIGHT 6 1/2" SAW

A 6 1/2" lightweight saw with full professional construction. 10-amp. motor for rugged cutting jobs. Perfect for all framing and roughing cuts.

Model 146A \$74.95

146A Saw, in handy Builder Kit, with rip guide for fast, accurate ripping and steel carrying case. **Model 146Ak Saw Kit \$88.95**

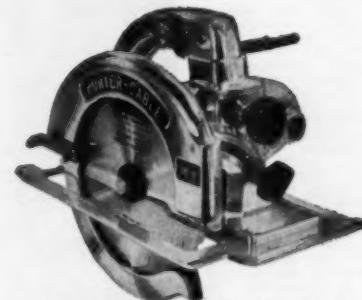


RUGGED 7" SAW

A rugged 7" all-purpose saw with a full 12-amp. motor to give you power and speed usually found only in higher priced saws. Provides trouble-free, dependable service on every type of cutting job.

Model 115A \$84.95

115A Saw, in handy Builder Kit, with rip guide for fast, accurate ripping and steel carrying case. **Model 115Ak Saw Kit \$98.95**



HEAVY-DUTY 8 1/4" SAW

A low-priced, heavy-duty 8 1/4" saw with rugged 13-amp. motor. Designed especially for the builder who wants added power with big cutting capacity. Safety features include auxiliary front blade guard.

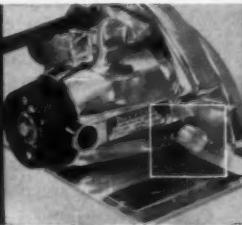
Model 168 \$94.95

168 Saw, in handy Builder Kit, with rip guide for fast, accurate ripping and steel carrying case.

Model 168K Saw Kit \$108.95



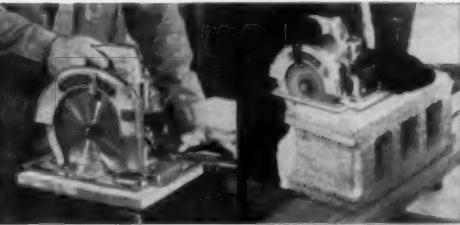
PATENTED DESIGN of telescoping guard eliminates jamming and "drag" during any cut, even compound miter.



HANDY GEAR LUBRICATOR keeps gear and pinion well lubricated without having to take saw apart.



EASY TO HANDLE on any cut — because of light weight and balance. Ideal for cut-off and trimming operations.



EXCLUSIVE auxiliary front blade guard on Model 168 only, covers saw teeth even on shallow cuts.

ABRASIVE BLADES are available for cutting metal, stone, masonry, plastics and other problem materials.

SEE YOUR DEALER — OR MAIL COUPON TODAY!

PORTER-CABLE MACHINE CO.
9016 Marcellus St., Syracuse 4, N.Y.

Please send me complete information on your Saws and name of my nearest dealer.

Name _____

Address _____

City _____ Zone _____ State _____

Porter-Cable
Quality Power Tools

SAWS • BELT SANDERS • FINISHING SANDERS
DRILLS • ROUTERS • PLANES

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Canadian prices slightly higher.

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PRACTICAL CONSTRUCTION FACTS ON ALL TYPES OF BUILDINGS

Here's the handbook You need to see you through any project connected with building design and construction. Every decision you have to make — every choice that you must weigh — can be handled with economy and dispatch when you have this handbook. Whether you're a structural engineer checking moment distribution or a supplier trying to meet specifications, whether you are an owner faced with selecting an architect or a contractor preparing a bid, this key to the many-sided picture of building gives you the facts that can influence your personal profit and success.

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Send me Merritt's Building Construction Handbook for 10 days' examination on approval. In 10 days I remit \$15 plus delivery costs, remit \$10 down and \$5.00 a month for two months. Otherwise, I will return book postpaid. (We pay delivery costs if you remit with order; same examination and return privilege.)

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NEW PRODUCTS



Masonry tape aids spacing

Pressure-sensitive masonry tape (right) for course height and bond layout will stick to any dry, dust-free surface. Precision-marked, it gives uniform spacings. Eliminates human error and cuts costs. Data on line of calculators from Jeff Jones Co., Dept. AB, Box 9242 Montclair Sta., Denver 20, Colo.

Circle No. X14 on reply card, p. 130



Silent switch glows in dark

Luminous switch operates silently at the slightest touch. Rocker-Glo, No. 2221, comes in Despard type with strap or Despard interchangeable, also with narrow rocker for tumbler plate. In single or double pole, three or four-way, it's rated at 15 or 20 amps, 120/277 volts AC. Pass & Seymour, Dept. AB, Syracuse 9, N.Y.

Circle No. X15 on reply card, p. 130



Room divider decorates

Functional room divider adds to decor of room. Constructed of durable rolled steel frame with laminated-plastic inserts. Inserts come in many designs with harmonizing and contrasting colors. Pictured is $\frac{3}{4}$ size. Many models, styles. Jerit Supply Co., Dept. AB, 1434 W 76th St., Chicago, Ill.

Circle No. X16 on reply card, p. 130

MORE SATISFIED HOME BUYERS



when you use



- Prevents wood checking, cracking—inside and out
- Ends warping, swelling and shrinking of doors, windows
- Eliminates tile "pop outs"—protects grout from cracking
- Prevents efflorescence of plaster, stucco, brick
- Moisture proofs concrete floors prior to laying asphalt or vinyl tile

Deep penetrating, colorless Thompson's Water Seal locks out moisture from any porous material for 5 years and longer. Easy to apply by brush, spray, roller.

Recommended by Leading Contractors

Sold by paint, hardware and building supply stores.

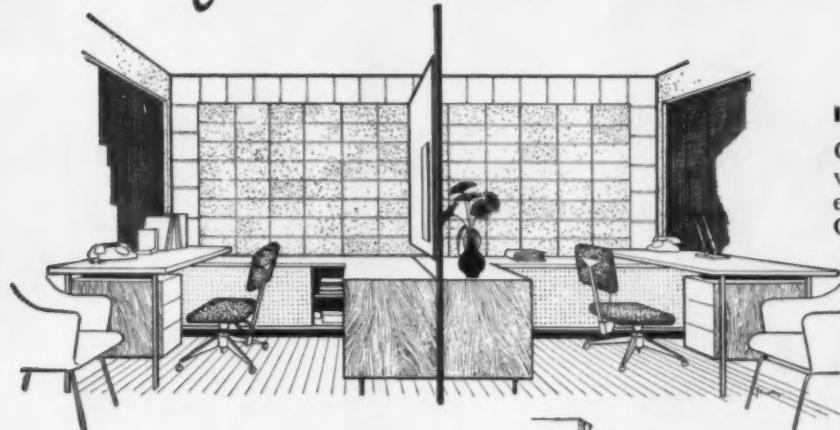
Thompson's

MANUFACTURERS OF FINE PROTECTIVE CHEMICALS SINCE 1929

E. A. Thompson Co., Inc., Merchandise Mart, San Francisco 3, California

San Francisco • Los Angeles • San Diego • Portland • Chicago • Seattle • Denver • Dallas • Houston • St. Louis • St. Paul • Detroit • Philadelphia • New York City • Memphis • Cleveland • Factory: King City, California

10 new design ideas in Owens-Illinois Glass Block —featured in new booklet!

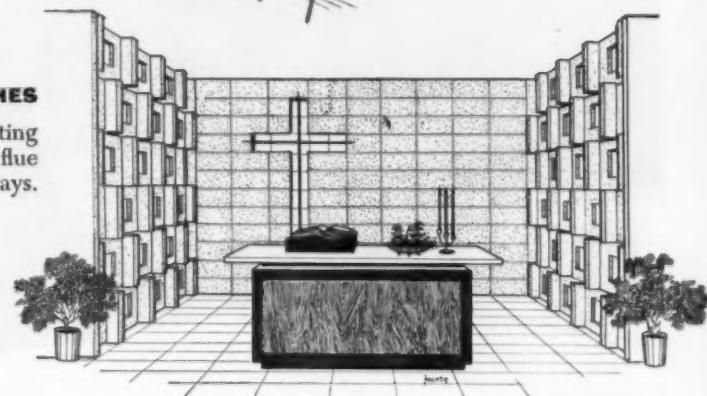


INDUSTRIAL BUILDINGS

Good daylighting plus maximum wall area—achieved by bordering each office area with Owens-Illinois Glass Block.

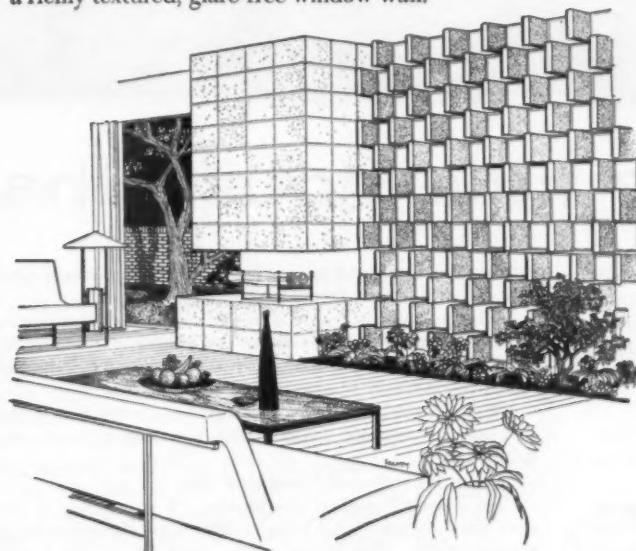
CHURCHES

Glass Block, set into an interesting pattern of concrete masonry and flue block, softly diffuse the sun's rays.



LIVING ROOMS

A wall of Glass Block, studded with finlike concrete masonry units, creates a richly textured, glare-free window wall.



KIMBLE GLASS COMPANY
subsidiary of Owens-Illinois
Dept. AB-6, Toledo 1, Ohio

Please send free booklet, "IDEAS UNLIMITED" prepared by Kimble Glass Company, a subsidiary of Owens-Illinois, and the National Concrete Masonry Association.

NAME _____

POSITION _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

OWENS-ILLINOIS GLASS BLOCK
AN  PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO



The little house that

IT WAS A LOVELY LITTLE HOME, just right for a young couple. And a very young, newly-married couple was going through it with Mr. Johnson, the builder. After they had finished the inside tour, Mr. Johnson took them outside to see the landscaping, the patio and the driveway.

"Look, Jim," said the bride, "isn't this a nice patio? We could do a lot of entertaining outside next summer if we bought this place. Do you like it?"

"Yes, Ginny, I like a patio a lot. In fact, that was one of the things I especially liked about the house we saw in Pine Trees yesterday. Remember, the house that was just a little bit more money than we had planned to spend."

"I remember and I was so disappointed," she sighed. "But," brightening, "I like this place just as well and it's not so expensive."

The builder interrupted with, "Well, I try to give my customers as much home for their money as possible. I don't

waste time, work and money on a lot of unimportant extras. I find that I can undersell many other builders."

"Glad to hear it," says Jim. "By the way, this concrete patio is pretty big. What about the danger of cracking from frost heave. Is it reinforced with welded wire fabric to guard against breaking?"

"Well," said Mr. Johnson, "that's a pretty heavy, well-laid piece of concrete. I don't think you need to worry about it breaking."

"But is it reinforced," persisted Jim.

"No it isn't," replied the builder. "I found that I could save a few dollars by not using welded wire fabric for concrete reinforcement. This is one of the ways I told you I saved you money—by eliminating unnecessary extras."

"I don't consider Welded Wire Fabric Reinforcement an unnecessary extra. It'll cost me a lot to replace the concrete later if it breaks. Maybe that builder over in Pine Trees had a good reason for asking a little more for his home. I think we'll go look at that house again. Its concrete was



was almost sold

reinforced with USS American Welded Wire Fabric. Thanks a lot for showing us your home, Mr. Johnson."

Like this young couple, more and more homeowners are asking is it reinforced and are deciding that maybe the little extra welded wire fabric cost is well worth it. The use of USS American Welded Wire Fabric will add 30% to the strength of concrete, and it gives you a strong selling point. Use USS American Welded Wire Fabric in the homes you build. Tell your prospects that it insures the protection and appearance of concrete for only about a penny a day on the mortgage life; and that it will add years of service to drives, walks, patios and basement slabs. Tell them that even after the mortgage is paid, the concrete areas will be in good condition.

USS American Welded Wire Fabric is made of cold drawn, extra strong steel wire, and it's prefabricated

for quick, easy installation. American Welded Wire Fabric is available in a wide variety of styles and sizes. For more information, see your building supply dealer, or write American Steel & Wire, Dept. 924, 614 Superior Avenue, N. W., Cleveland 13, Ohio.

USS and American are registered trademarks

"It Reinforced"



**American Steel & Wire
Division of
United States Steel**

Columbia-Geneva Steel Division, San Francisco, Pacific Coast Distributors
Tennessee Coal & Iron Division, Fairfield, Ala., Southern Distributors
United States Steel Export Company, Distributors Abroad



L. A. Thornton, Pres., Thornton Construction Co., Omaha, Nebraska, says:

"Our two top sources of business are word-of-mouth and the Yellow Pages!"

"There's no substitute for either one! A person will take the advice of a friend when he says, 'Thornton will do a good job for you.' On the other hand, if prospective home-buyers do not have a particular contractor in mind, they'll use the Yellow Pages to find one. That's why our Yellow Pages advertising is a must!"

Yes, a good reputation plus the Yellow Pages mean good business. Put your advertising messages in the Yellow Pages where more future home-buyers will see them. Call the Yellow Pages man at the local Bell telephone office, and let him help you.

**THORNTON
CONSTRUCTION
COMPANY**
GENERAL CONTRACTORS
LAND DEVELOPMENT
ARCHITECTURAL SERVICE
For Estimates Call
HA 6400

After Business Hours Call
L. A. Thornton Pres. PR 0408
R. A. Pink Geol. Supt. WA 2907
1813 BURK

THORNTON CONSTRUCTION builds the AWHERENESS that builds business with this Yellow Pages ad (reduced) under CONTRACTORS—GENERAL.

Nothing builds business like AWHERENESS—and nothing builds AWHERENESS like the Yellow Pages—the buying guide that tells people WHERE to buy.

NEW PRODUCTS



Here's a versatile drill

This $\frac{1}{4}$ " drill with Safe-T-Bit will drill holes up to $2\frac{1}{16}$ " in diameter. Makes it easy to install new plumbing and wiring without disturbing existing walls. Simply by using extensions, in 6", 12" and 16" lengths, holes can be drilled to any depth. Time Saver Tools, Dept. AB, 27 Park Ave., Mundelein, Ill.

Circle No. X17 on reply card, p. 130

Outlets in metal housings

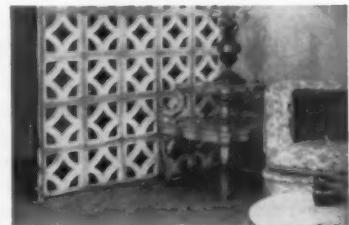
Surface-mounting power outlets with metal housings are designed for speedier installation. Sturdy metal housings, in aluminum or steel ivory-crackle finish, are fitted with 30- or 50-amp receptacles. Receptacles, of bakelite, 250 V, 3-wire, quickly snap in or out. Bell Electric Co., Dept. AB, 5737 S. Claremont Ave., Chicago 36, Ill.

Circle No. X18 on reply card, p. 130

Finish looks like tile

Permanent, low cost surfacing material simulates glazed tile in performance as well as appearance. A time saver, it can be sprayed on brick, concrete, dry wall, hardboard, cinder block, and plaster. Farboil Co., Dept. AB, 801 Key Hwy, Baltimore 30, Md.

Circle No. X19 on reply card, p. 130



Concrete becomes decorative

Light-weight concrete panels in three-dimensional filigree designs make versatile room dividers. Called Sculp-Stone, these panels are strong, durable, and weather-resistant. Can be used outdoors as fences, grilles, facades. Dorian Internat'l, Dept. AB, Roslyn, N.Y.

Circle No. X20 on reply card, p. 130



THE SIGN THAT SELLS!

Identify your new homes as "BRYANT-Equipped for Year 'Round Comfort"—it's the *proved* way to faster sales! And Bryant dependability keeps home owners satisfied—keeps you from being a trouble-shooter! Bryant dealers, backed by nearby distributors, adjust each unit to peak efficiency . . . stock a full line of parts . . . give prompt, expert service.

ONLY BRYANT OFFERS ALL FROM ONE SOURCE:

FURNACES for all types of fuel . . . compact, economical, beautifully designed and finished.

BOILERS for hot water, steam or radiant heat in wide range of capacities for residential use.

AIR CONDITIONERS of all types . . . gas or electric, self-contained, remote, combined heating and cooling.

WATER HEATERS completely sealed-in-glass, *all* joints deep-welded with liquid glass fused at high temperature.

SUBURBAN LINE for Tract Builders.

COMMAND-AIRE LINE for New Custom Homes and Remodeling.

COMPLETE SET OF SELLING TOOLS FOR BUILDER

bryant

Years Ahead
in Year 'Round
COMFORT!

BRYANT MANUFACTURING COMPANY, Indianapolis, Ind.
In Canada: Bryant Manufacturing Ltd., Toronto

NEW MPS

(MINIMUM PROPERTY STANDARDS)
FEDERAL HOUSING ADMINISTRATION
FHA BULLETIN NO. 300, PAGE 191, SECTION 909-4.3

"Doors shall be made weathertight. A watertight threshold shall be provided. Doors shall be weatherstripped when required to prevent infiltration of dust or snow."

NEW

FHA MPS REQUIRES ENTRANCE
DOORS TO BE COMPLETELY SEALED!
DURAflex DOOR SEALING SYSTEM
EXCEEDS ALL REQUIREMENTS!
FAST, SIMPLE INSTALLATION —
POSITIVE SEAL*

NEW



DURAflex® THRESHOLDS
plus
VINL-STOP® WEATHERSTRIPPING

**COMBINE TO MAKE THE FIRST
PRACTICAL ONE-PACKAGE
DOOR SEALING SYSTEM . . .
FIELD-PROVEN BY OVER
2,000,000 INSTALLATIONS**

QUALITY COSTS LESS!

- Positive sealing
- Fast, economical installation
- No callbacks due to faulty operation*

*When installed in accordance with manufacturer's recommendations

For complete information and samples, write to:

THE DURAflex CO., Dept. DSS-200
3500 N.W. 52nd Street • Miami 42, Florida

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CITY _____ STATE _____

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NEW PRODUCTS

Add Beauty

and

INSIDE OUTSIDE

Reutten Tru-Bow
124 - OC



REUTEN TRU-BOW or TRU-WALL windows add dramatic, graceful lines that will increase buying interest in any house. They permit home owners unlimited expression of interior decorating abilities and taste.

REUTEN windows are available from "stock" at regular millwork jobbers. There are over sixty combinations of styles, pane shapes, and vent positions. Designs range from extreme fine-lined "Colonial" to the massive ruggedness of "Modern." Every joint has dovetailed, weathertight, construction for strength and durability. Some REUTEN units are designed for insulated glass.

Additional information in Sweet's Light Construction File 6c/Re, Sweet's Architectural File 17c/Re, or write:

**TRU-BOW
TRU-WALL**



**FRED REUTEN INC.
CLOSTER, NEW JERSEY**



Bracket increases safety

Scaffold bracket increases job-site safety. Brackets hang directly on the foundation wall before backfilling, securely support a plank walkway around the outside. Need no shoring up or bracing. Are adjustable to 8", 10", and 12" walls. The Oddo Co., Dept. AB, 3320 Genesse St., Buffalo 25, N.Y.

Circle No. X21 on reply card, p. 130



This patio is a kitchen

Newest idea in kitchens for '59 is this patio kitchen. "Second" kitchen makes outdoor living easier. Cabinetry and appliances are shown fitted into an L shape, sheltered by patio roof. Appliances are all compact space savers designed for maximum efficiency. Frigidaire, Dept. AB, Dayton 1, Ohio.

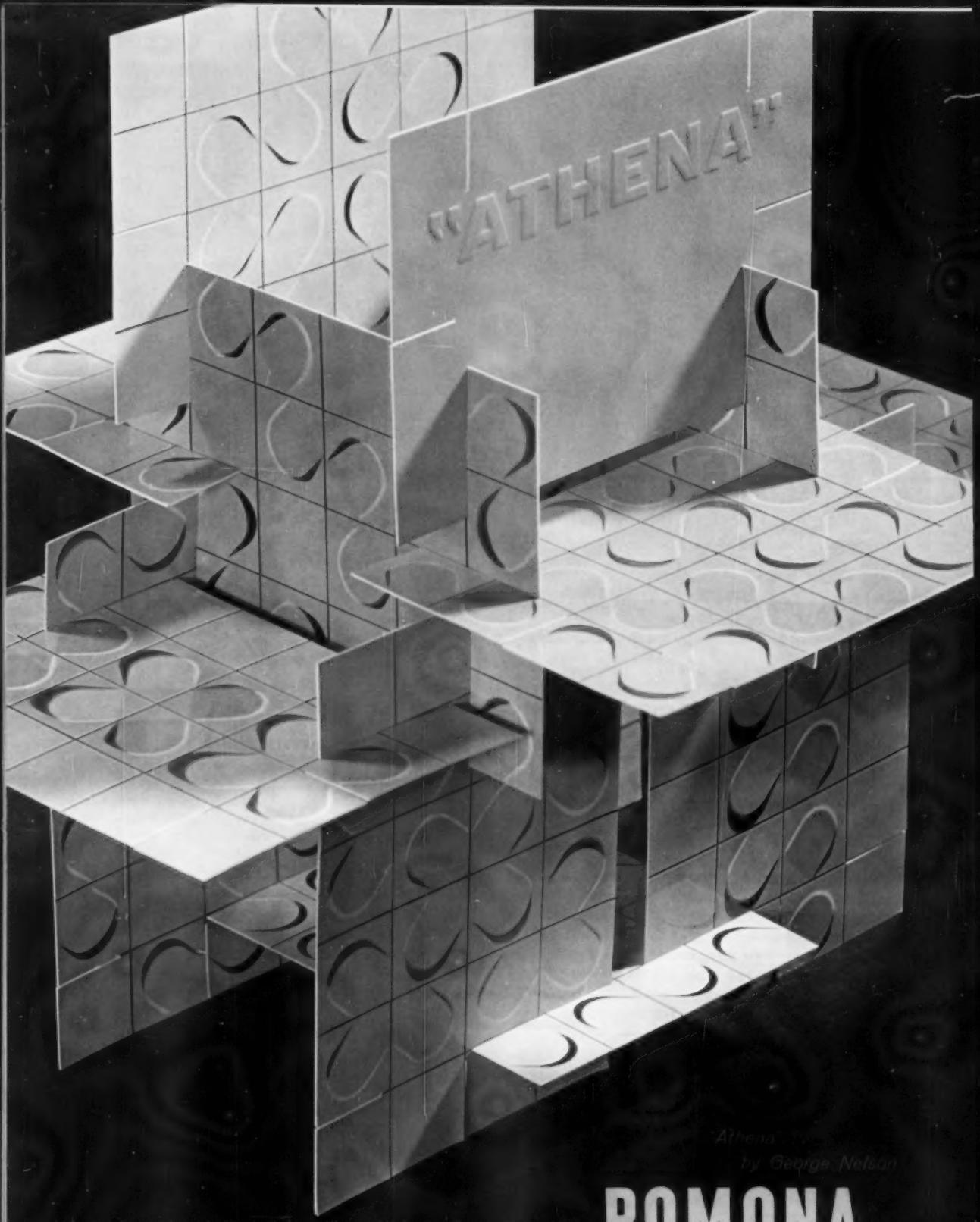
Circle No. X22 on reply card, p. 130



Door overlaps the opening

With new "Surfaser" hardware the door overlaps the opening . . . doesn't fit inside it. Strike on the door is engaged with nylon cam of latch which holds door in with a 12-lb. constant pressure. Latch is mounted on the wall adjacent to the opening, as shown above. The Stanley Works, Dept. AB, New Britain, Conn.

Circle No. X23 on reply card, p. 130



Athena™
by George Nelson

POMONA TILE

Ingeniously simple, yet amazingly versatile... "Athena" ... George Nelson's new 3-dimensional ceramic tile, provides building professionals with a new tool for original expression in Sculptured Tile. With "Athena" (concave and convex) you can create hundreds of different patterns to whet your clients' interest and desire. "Athena" tile and "Laurel Leaf," another brilliant George Nelson design ... available only from Pomona. 4 1/4" x 4 1/4" modules, wide selection of colors. See your tile contractor or write today for free brochure. Pomona Tile Mfg. Co., 411 Loy, Los Angeles, Pomona Park, Pomona, San Jose, Watsonville, North Hollywood, Long Beach, Sacramento, San Francisco, Seattle, Salt Lake City, Phoenix, Oklahoma City, Denver, Dallas, Fort Worth, Wichita, N. Kansas City, St. Louis, Detroit, Chicago, Atlanta, City, Louisville, represented in New York, Canada, and Washington D.C. by Laverne, Inc.



Here's quality you can demonstrate and sell!

JOHNS-MANVILLE Seal-O-Matic® Shingles hold tight even in hurricane winds



**A patented adhesive stripe runs the
full length of each tab. Result: maximum
bonding area and holding power.**

POSITIVE PROVED PERFORMANCE. Johns-Manville Seal-O-Matic asphalt shingles have proved storm-tight by the dependable performance of millions of squares applied on roofs during the past five years.

ENTIRE BUTT EDGE SEALED. The sun's heat automatically bonds each tab to the course below. The wide, thick stripe of adhesive is continuous. No breaks in the stripe to weaken the bond or permit wind-driven rain to blow under the shingles.

LAST LONGER. No blow-up or blow-off. Because the tabs of Seal-O-Matic shingles are sealed flat and tight to the roof they cannot flutter even in hurricane winds or curl in cold weather. This means less granule loss and longer shingle life.

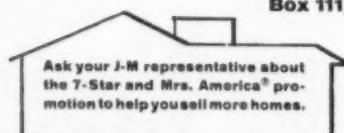
BETTER LOOKING ON THE ROOF. Because they are

securely sealed down, Seal-O-Matic shingle edges retain a straight butt line . . . the roof has an attractive, even look at all times. Wide choice of decorator colors available.

COSTS LESS TO APPLY ON LOW SLOPE ROOFS. Eliminates the costly hand cementing required when ordinary shingles are applied on roof pitches less than 4 inches.

EASY TO HANDLE. Seal-O-Matic shingles are packed in pairs back-to-back with the adhesive stripes together. They are easily separated by a quick snap. This patented method of packaging eliminates the cost of removing and disposing of paper tapes. The adhesive stripe is protected against contamination until the moment of application.

For complete information write: Johns-Manville,
Box 111, New York 16, New York. In Canada, Port Credit, Ontario.

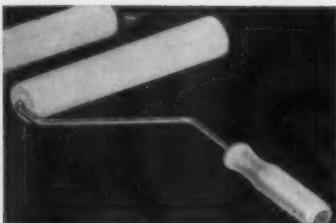


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JOHNS-MANVILLE

JM
PRODUCTS

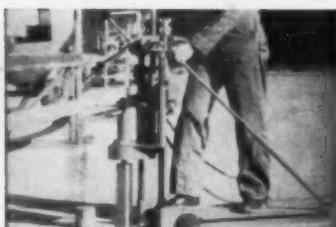
NEW PRODUCTS



Paint roller refills

Paint roller kit consists of a 7"-wide roller with plastic-foam cover plus an extra refill. One roller can be used for all types of paints on all surfaces. Inexpensive refills may be used just once or dozens of times. Roller saves paint. Corcoran Mfg. Co., Dept. AB, 1379 Gladys Ave., Long Beach 4, Calif.

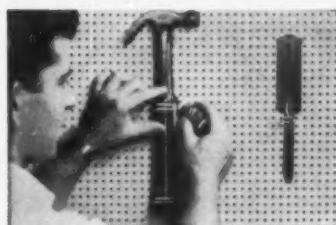
Circle No. X24 on reply card, p. 130



Drills any material

Compact drilling unit can drill through reinforced concrete, masonry, tile, brick, rock, and asphalt. Drills vertical, horizontal or angle holes. Among many uses is installation of pipe, electrical conduit, anchor bolts, a/c, and ventilating systems. Geo-Drill Co., Dept. AB, Box 6, Bridgeville, Pa.

Circle No. X25 on reply card, p. 130



Marker has many uses

Builders should find the Magic Marker handy. It writes indelibly and instant-dry on almost any surface. Can be used for marking tiles, roofing materials, slate, marble, wood, plastics, etc. It is waterproof, fadeproof, and weather-resistant. Speedy, Dept. AB, Box 97, Richmond Hill, Jamaica 18, N.Y.

Circle No. X26 on reply card, p. 130



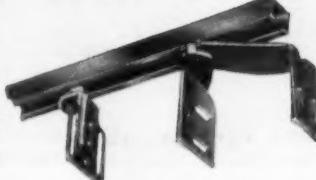
HAR-VEY Hardware is Guaranteed to be Your Best Buy

... and you can prove it to yourself by making your own comparison test backed up by a "double-your-money-back" guarantee. Simply pick out a test home . . . install Har-Vey, and if it is not the smoothest, quietest sliding door hardware you've used in that price range—you get double your money back. Remember . . . doors are one of the few things a prospective home buyer can try before he buys . . . hang your doors with Har-Vey and let them feel the difference in a Quality Home.

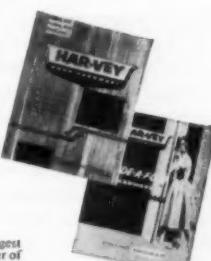
Write for free detailed folder...

AIA BULLETIN . . . covers complete line of sliding door hardware, folding door hardware, pocket door frame and accessories.

BULLETIN H-17 . . . covers details on "B" line Slide-A-Fold Hardware plus 9 other Slide-A-Fold arrangements.



HAR-VEY "B" LINE...
unexcelled for Slide-A-Fold
Installations



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GENERAL OFFICES: 61 EAST NORTH AVENUE • NORTHLAKE, ILLINOIS

NEW PRODUCTS

Dishwasher for small kitchens

Builders can offer the convenience of automatic dishwashing even in small, low-cost homes. A portable model has all the features of a built-in, yet it saves the cabinet space, cuts out installation costs. Hooks up fast, and can be rolled away when not in use. Hobart Mfg. Co., Dept. AB, Troy, Ohio.

Circle No. X27 on reply card, p. 130

Unitary kitchen saves space

Efficiency units pack a maximum kitchen into minimum space. Suited for apartment, motel and office installations. Console unit features a 2-burner stove, 6-cu.-ft. refrigerator, and sink. Also has a hood to cover kitchen when it's not in use. Davis Products Co., Dept. AB, Niles, Mich.

Circle No. X28 on reply card, p. 130

BUILDER SAYS:

"Sherman-Gill Multi-Purpose Tool Releases 5-7 Men for Other Work"



Portable Tool Team Completes Seedbedding

Charles C. Ervin, president of Ervin Construction Co., Inc. of Charlotte, N. C., says, "It appears impossible to us for home builders to operate landscaping crews without the Sherman-Gill." The need for closer job control dictated the decision for the firm to do its own landscaping.

The tractor mounted Sherman-Gill prepares seedbeds after rough grading. It, alone, performs the six necessary operations—scorifying, grading, leveling, breaking clods, pulverizing and rolling. It also seeds with a special attachment.

The Sherman-Gill—combined with the Sherman Landscaper for rough grading—introduces a new concept of seedbed preparation. This team provides builders and landscapers with all the tools needed for seedbedding. And they can move from job to job on the tractor.

Take the advice of builders—get full particulars today.

Write for Bulletin No. 791.

Power Diggers
Ladders
Soil Working Tools

SHERMAN  **PRODUCTS**

SHERMAN PRODUCTS, INC., Royal Oak, Michigan

Fork Lifts
Cranes and Excavators
Four-Wheel Drives



Saw blade lasts longer

A two-position blade shoe on the new Recipro saw doubles blade life, cuts costs. This two-speed saw can be used in place of hand and keyhole saws to install ventilating louvers, make window or dormer openings, etc. It cuts wood, nails, and metals. Skil Corp., Dept. AB, 5033 N. Elston Ave., Chicago, Ill.

Circle No. X29 on reply card, p. 130



Attachment is handy

This handy attachment, the roof-tye, provides ample clearance for service entrance wires to the home. Is permanent, withstands rigorous weather conditions. Device also reduces the cost of service installation. N. E. Patton Co., Dept. AB, 814 Breen Dr., Champaign, Ill.

Circle No. X30 on reply card, p. 130



Unit gets top density

New vibratory tamper gets maximum specified density next to foundations and walls. Has a frequency of 2,400 high amplitude vibrations p/m with a weight per blow of 2,200 lbs. Powered by 3.8-h.p. engine, is self-propelled at speeds up to 50 ft. p/m. Stow Mfg. Co., Dept. AB, 142 Shear St., Binghamton, N.Y.

Circle No. X31 on reply card, p. 130

safer to work with . . .



safer to handle . . .

Sonoco SONOAIRDUCT eliminates the danger of sharp, cutting edges. And, SONOAIRDUCT won't crack, chip or break when dropped! Every piece is usable. These are plus-values in addition to the time, labor and money-saving features which have made SONOAIRDUCT so popular among builders and heating contractors over the years.

SONOAIRDUCT is available in 23 sizes—2" to 36" I.D., in standard shipping lengths of 18'. It is made especially for slab perimeter heating or combination heating and cooling systems where duct is encased in concrete. Meets and exceeds F.H.A. criteria and test requirements for products in this category. Free installation manual available. See our catalog in Sweet's.

For complete information and prices, write—

SONOCO

Construction Products

SONOCO PRODUCTS COMPANY

- HARTSVILLE, S. C.
- LA PUENTE, CALIF.
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- AKRON, INDIANA
- LONGVIEW, TEXAS
- ATLANTA, GA.
- BRANTFORD, ONT.
- MEXICO, D.F.

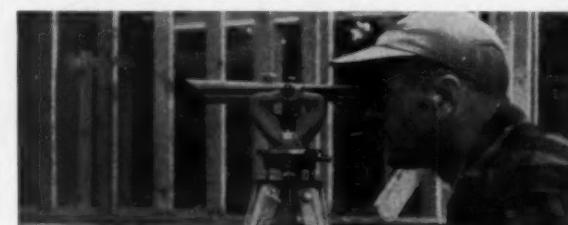
—there's a **BERGER** instrument
for every builder...every budget



MASTER BUILDER CONVERTIBLE TRANSIT-LEVEL. Big instrument performance at a moderate price. Fast, accurate laying out of horizontal and vertical angles, leveling, plumbing, with horizontal circle and vertical arc and verniers. Rugged instrument yoke frame. 22-power internal focusing telescope; coated optics; 3-ft. short focus. Model 320 with stiff-leg tripod and field case \$229.50



12" HEAVY DUTY DUMPY LEVEL. For setting grades and lines, measuring or laying off horizontal angles, setting batter boards, establishing foundation elevations. 12" internal focusing telescope, 24-power coated optics. Model 150 with stiff-leg tripod and carrying case \$174.95



SPEED-A-LINER BUILDERS TRANSIT-LEVEL. New 13-power interior rack and pinion focusing telescope. Built-in sunshade. Fully protected telescope vial. Lever lock for dependable leveling. For setting construction grades and building lines, aligning foundations, brickwork, leveling floors, etc. Model 200 with stiff-leg tripod and carrying case \$99.75

Other Berger low cost, easy-to-use instruments:

SPEED-A-LINER Dumpy Level \$59.95; Service Transit-Level \$82.95;
Service Dumpy Level \$54.95; Duplex Tilting Level \$69.95;
SIGHT 'n' SURFACE Pocket Level \$3.85
Prices F.O.B. Factory

C. L. BERGER & SONS, INC., 47 Williams St., Boston 19, Mass.

Send me literature on

Convertible 12" Dumpy Level SPEED-A-LINER Transit-Level
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Service Dumpy Level Duplex Tilting Level Pocket Level

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THE BEST IN SIGHT IS

BERGER

Engineering and Surveying Instruments...Since 1871

NEW PRODUCTS**Siding is self-aligning**

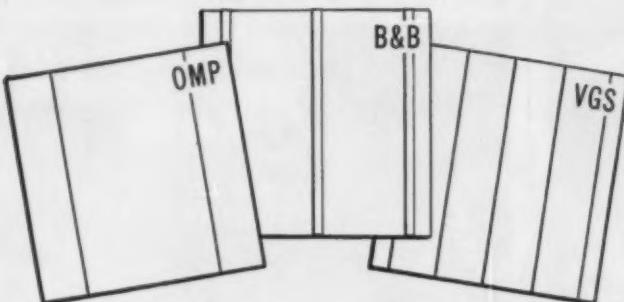
Rabbeted edge on Allwood, All-weather siding makes it self-aligning. One man can easily and quickly apply this siding without furring strips or wedges. Tempered hardboard surface resists splitting, abrasions. Edward Hines Lumber Co., Dept. AB, 200 S. Michigan Ave., Chicago 4, Ill.

Circle No. X32 on reply card, p. 130

Build a radio into the room

Decorative built-in radio retails for \$39.95. It features printed-circuit design, five tubes, omnidirectional antenna, and high-energy 4-in. speaker. Lightweight and only 3 in. deep, it is easy to install even in narrow walls. Acopian Technical Co., Dept. AB, 1 Shimer Blvd., Phillipsburg, N.J.

Circle No. X33 on reply card, p. 130

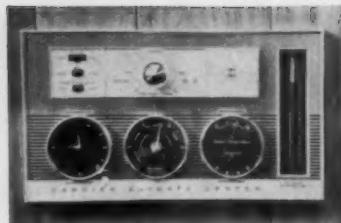
**FROM COAST TO COAST**

**Homasote offers
3 products for
exterior wall finish
that will increase your
profits by \$54 to \$276
per house (based on
1200 square feet of
exterior wall surface)**

MAKE US PROVE IT!

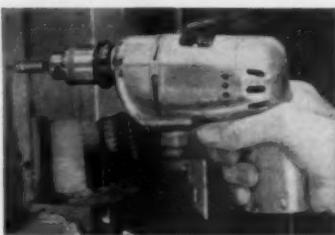
MR. BUILDER: Send us one of your best-seller house plans. We will give you the exact cost—in your area—for using each of these three products on that particular house. You incur no obligation whatever. Your plan will be kept confidential and returned to you. Send your house plan to Department F-3.

HOMASOTE COMPANY
TRENTON 3, NEW JERSEY

**Build in a weather monitor**

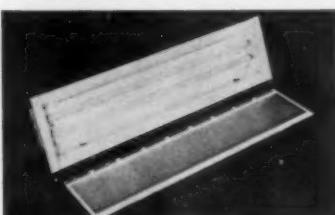
Wall-mounted instrument panel gives the complete weather picture. Shows indoor and outdoor temperatures, barometric pressure, relative humidity. Controls both heating and a/c. Provides for automatic fan operation, and for preset adjustments of temperatures both night and day. Carrier Corp., Dept. AB, Syracuse, N.Y.

Circle No. X34 on reply card, p. 130

**Power tool is convertible**

Combination tool, the Scrudrill, features a locking collar which makes it easy to switch from power screw driver to general purpose drilling tool. As a screw driver it drives wood screws up to $10 \times 1\frac{1}{2}$, or self-tapping metal screws up to size 12. Black & Decker Mfg. Co., Dept. AB, Towson 4, Md.

Circle No. X35 on reply card, p. 130

**Fixture has hidden value**

This ceiling light fixture is also a low-velocity air diffuser. It is designed to simplify engineering, lower initial cost, provide attractive ceilings. Air diffuser is concealed; fixture is flushmounted. Details from The Pyle-National Co., Dept. AB, 1334 N. Kostner Ave., Chicago 51, Ill.

Circle No. X36 on reply card, p. 130

CATALOGS

HEAT GAINS for an entire building, or a single window may be easily computed with this heat-gain calculator. Works like a slide rule and is easy to use. Air-conditioning loads can be quickly determined. Libbey-Owens-Ford Glass Co., Dept. AB, 608 Madison Ave., Toledo 3, Ohio.

Circle No. X37 on reply card, p. 130

FORMING EQUIPMENT for both residential and commercial construction is covered in two catalogs from Simplex. Complete panel and filler specs, application drawings and photos are included. Simplex Forms System, Inc., Dept. AB, 5605 Industrial Ave., Rockford, Ill.

Circle No. X38 on reply card, p. 130

METAL GAS VENT data is given in a 16-page well-illustrated catalog. It covers construction features, installations, specifications on the complete line of vent pipe and fittings. Van-Packer Div., Flint-kote Co., Dept. AB, 1232 McKinley Ave., Chicago Heights, Ill.

Circle No. X39 on reply card, p. 130

ECONOMICAL INSULATION how it contributes to the over-all profits is discussed in new pamphlet. "New Directions in Sidewall Insulation" describes quality materials, techniques which cut construction costs. Reflectal Corp., Dept. AB, 200 S. Michigan Ave., Chicago 4, Ill.

Circle No. X40 on reply card, p. 130

ENLIGHTENING FACTS about a new light source, Rayescents lamps, are given in technical catalog. Describes how this panel works. Graphs light operating frequency, voltage effects and maintenance. Charts power consumption. Westinghouse, Dept. AB, Bloomfield, N.J.

Circle No. X41 on reply card, p. 130

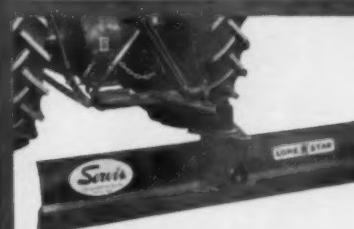
POWER-TOOL CATALOG introduces a complete line of drills, saws, saw blades and accessories. Illustrates numerous models and gives the specifications for each. Cites tool features and applications. American Power Tool, Dept. AB, 518 S. St. Clair St., Toledo 3, Ohio.

Circle No. X42 on reply card, p. 130

ELECTRICAL PRODUCTS catalog covers main and range panels, disconnect switches, small fuse groups, fusible loadcenters, circuit breaker loadcenters, wireways, telephone cabinets and switches. Gives details. Walker Electrical Co., Dept. AB, 125 Bennett St., Atlanta, Ga.

Circle No. X43 on reply card, p. 130

Two tough new grading tools at surprisingly low prices!



New Lone Star Blade

We state flatly, this will be the largest selling light blade in the country, because it is the greatest value. All welded, sturdy, 240 lb. construction. 13" mouldboard plus 6" replaceable cutting edge of 1/2" grader-blade steel. 8 adjustments for angling and reversing. And...in most parts of the country it retails for under \$100!



New Soil Scraper

At last, a scraper that really takes the ground. Can scarify and scrape at same time. Levels, grades, backfills. Curved mouldboard rolls dirt up for full load: 17 and 20 cu. ft. respectively in 66" and 77" models. A heavy duty tool, but favorable plant location means competitive delivered prices.

WRITE TODAY FOR MORE DETAILS



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CATALOGS

WROUGHT-IRON railings and columns from a wide collection are depicted. New catalog is designed to be an aid in choosing railings and columns for both interior and exterior use. Also shows such accessories as lanterns. Locke Mfg. Co., Dept. AB, Lodi, Ohio.

Circle No. X44 on reply card, p. 130

BUILDER BENEFITS with Formica wall tile are explained in latest catalog. Photos illustrate 12 easy appli-

cation steps which are time-saving, less messy. Attractive colors available are shown. Formica Corp., Dept. AB, 4628 Spring Grove Ave., Cincinnati 32, Ohio.

Circle No. X45 on reply card, p. 130

TILE CLASSICS in ceramic floor and wall tile are presented in a striking 8-page catalog. Highlights such features as lasting beauty, solid durability, and easy maintenance service. Illustrates choice of twelve colors. Miceramic Tile Co., Dept. AB, Cleveland, Miss.

Circle No. X46 on reply card, p. 130

Talk About Speed!

Only
12 man-hours
to strip, move,
set up and pour

Vix Construction Company,
residential development,
Englewood, Colorado



With just two men working, Warren Garrett, Denver concrete forming contractor, forms and pours a 37'8" x 23'0" residential basement foundation in twelve man-hours per working day...and not just once but consistently throughout many similar foundations!

Using Gates Horizontal Rod Forming System with 2' x 8' panels, Garrett places four rows of form ties in the wall and, to gain extra speed and economy, uses Gates re-usable Channel Top Ties at the top of the forms.

Here's a typical working schedule used by his crew in handling 121 linear feet of forming:

6:30 A.M. Start cutting ties preparatory to stripping forms from previously poured foundation.

7:35 A.M. Forms and equipment have been moved and corner panels are set and braced in place on the footing.

9:00 A.M. Outside forms have been completely erected and braced plumb and true. The inside form

will "float" to eliminate unnecessary waling and stiffening.

11:10 A.M. All forming has now been completed, including placement of two rows of reinforcing bars and seven windows.

12:30 P.M. Twenty-two cubic yards of concrete have been placed. Forms and bracing are given a final check and job is complete.

Investigate the many ways Gates Forming Systems can lower your costs and keep quality high. Additional information plus technical assistance is available from your nearby Gates Dealer, or write direct.



Gates & Sons, Inc.

80 S. Galapago Street

Denver 23, Colorado

BRANCHES IN SPOKANE, ROCHESTER AND LETHBRIDGE

AB 6/69

ATTACHMENTS CATALOG lists a variety of attachments for Case 34- and 42-hp utility wheel tractors. Equipment includes rotary mowers, rear hitches, remote hydraulics for landscaping and grading. J. I. Case Co., Utility Sales Div., Dept. AB, Racine, Wis.

Circle No. X47 on reply card, p. 130

COMFORT HEATERS are the subject of this 16-page two-color catalog. Shows many types of convection, forced air, and radiant heaters that may be surface-mounted, built-in, or in a duct system. Edwin L. Wiegand Co., Dept. AB, 7500 Thomas Blvd., Pittsburgh 8, Pa.

Circle No. X48 on reply card, p. 130

STEEL DOORS AND FRAMES for commercial building are described in 20-page catalog. Well-illustrated, it charts types and sizes and offers a total of 27 designs. Construction and installation details are given. Amweld Building Products, Dept. AB, 400 Plant St., Niles, Ohio.

Circle No. X49 on reply card, p. 130

BUILT-INS, either gas or electric, are illustrated in four-page brochures from Norge. They show flexibility possible in kitchen planning, illustrate ovens, surface cooking units, and ranges, and give specifications. Norge Sales Corp., Dept. AB, Merchandise Mart., Chicago, Ill.

Circle No. X50 on reply card, p. 130

DESIGNING of laminated structural panels is discussed in new eight-page catalog. Explains how form, substance, and color can be varied. Describes structural insulation panels used as curtain walls. Haskelite Mfg. Co., Dept. AB, 701 Ann St., Grand Rapids 2, Mich.

Circle No. X51 on reply card, p. 130

PREFAB FIREPLACES . . . complete from hearth to chimney top are featured in color brochure. Points up their beauty in varied room settings, their durability, and easy installation. Uni-bilt-Div., Vega Industries, Inc., Dept. AB, Syracuse 5, N.Y.

Circle No. X52 on reply card, p. 130

HOW-TO DATA on Nevamar wall surfaces is clearly stated in helpful brochure. Charts method of fitting and positioning, cutting, trimming, and bonding to the wall. Shows interesting wall effects possible. Nevamar, Nat'l Plastic Products Co., Dept. AB, Odenton, Md.

Circle No. X53 on reply card, p. 130

OLIVER

75% PRODUCTION BOOST WITH OLIVER 80-HT

—says New York contractor



The Oliver 880 tractor can also be equipped with a factory-matched 1-yd. bucket—making it a true heavy-duty loader. This unit is highly mobile, with travel speeds from 2 to 17 m.p.h. Gas or diesel power.

When this Oliver Model 80 Hydro-Trencher "took over" the job of digging 50-foot laterals in the rocky shale of Staten Island, Patsy Iaizzo, local contractor, happily noted two important benefits: 1. An immediate 75% increase in production over any of the three trencher combinations that he had been using. 2. A saving of at least \$90 per month in fuel alone.

Savings like this are common among owners of this combination—the Oliver 880 tractor equipped with the Model 80 trencher. The $\frac{1}{2}$ -yd. bucket digs and loads to 12 feet. The boom swings 180° and the dual-circuit hydraulic controls allow raising or lowering the bucket while swinging. Result: faster work cycles. Now municipalities, utilities and contractors can rip out pavements, dig in hardest soils (even frozen ground)—and do these jobs with a unit that can travel anywhere on busy streets.

Your dependable Oliver distributor will gladly demonstrate—on your job. Call him today or write for literature.



THE OLIVER CORPORATION

Industrial Division, 19300 Euclid Ave., Cleveland 17, Ohio

a complete line of industrial wheel and crawler tractors and matched allied equipment

CATALOGS

FOAMGLAS INSULATION and its uses in the building field presented in a 20-page fact-filled catalog. Illustrates installation on roofs, core walls, wall linings, perimeters, etc. Technical data, charts given. Pittsburgh Corning Corp., Dept. AB, 1 Gateway Center, Pittsburgh 22, Pa.

Circle No. X54 on reply card, p. 130

BATHROOM PLANNING BOOK illustrates, in color, bathrooms of contemporary style. This 20-page

catalog will be helpful in determining colors, furnishings and accessories. Leading Kohler fixtures and fittings are illustrated and described. Kohler Co., Dept. AB, Kohler, Wis.

Circle No. X55 on reply card, p. 130

COST CUTTING with a new trencher is described in colorful catalog. Tells how to get jobs done more efficiently with new Ditch Witch. Gives specifications, special construction features. Lists optional equipment. Charles Machine Works, Dept. AB, Box 66, Perry, Okla.

Circle No. X56 on reply card, p. 130

PREFERRED BY
THE LION'S SHARE
OF BUILDERS



LEIGH ROOF VENTILATORS



Single Models, 2 sizes,
Aluminum or Galvanized
Steel—Patent No. 2,628,551



Double Model, Aluminum



Economy Model, Aluminum
or Galvanized Steel

Leigh has made — and sold — more roof ventilators than any other manufacturer. And small wonder! Just look at all the advantages you enjoy with Leigh:

- Large free area per dollar
- Patented modern design
- New "Air Flow" styling, low silhouette
- One-piece base — exclusive enclosed back
- Leak-proof "Rol-Lok" seam collar and weather baffle
- 8-mesh screen, "drum-head" tight over opening — can't come loose

Other popular Leigh ventilators include Attic Ventilators, Triangle Ventilators, Undereaves Ventilators and new aluminum Trimvent which installs like a board in the soffit — slashes costs. Also a full line of other metal building products.

Write for FREE CATALOG.



LEIGH BUILDING PRODUCTS

Division of Air Control Products, Inc.

1659 Lee Street

Coopersville, Michigan

In Canada: LEIGH METAL PRODUCTS LTD. 72 York St., London, Ontario

Leigh

BUILDING PRODUCTS

Awnings & Canopies Aristocrat Mail Boxes
Closet Accessories Full-Vu Bi-fold Doors
Outdoor Accessories Ventilators
Ventilating Fans Range Hoods
Folding & Sliding Door Hardware

GLASS FACTS are presented in a colorful eight-page brochure on laminated architectural glass. Describes how such glass is manufactured and decorative effects achieved. Gives simple installation data. Monsanto Chemical Co., Dept. AB, Springfield, Mass.

Circle No. X57 on reply card, p. 130

WROUGHT-IRON PIPE for building drainage systems is the subject of a 64-page illustrated catalog. Gives a comprehensive discussion on piping for soil, waste, and downspout applications. Talks about piping economy. A. M. Byers Co., Dept. AB, Box 1076, Pittsburgh 30, Pa.

Circle No. X58 on reply card, p. 130

HOW MUCH INSULATION . . . is one question answered in this helpful brochure. Gives a comparison of insulating values. Emphasizes reflective mineral fiber blankets for walls and ceilings. Diagrams installations. Celotex Corp., Dept. AB, 120 S. LaSalle St., Chicago 3, Ill.

Circle No. X59 on reply card, p. 130

TRACTOR CATALOG covers the complete line of new wheel tractors in six power sizes. Illustrated 16-page catalog gives special features and specifications. Emphasizes the six-cylinder engines. Internat'l Harvester Co., Dept. AB, 180 N. Michigan Ave., Chicago 1, Ill.

Circle No. X60 on reply card, p. 130

USERS OF PLASTICS, decorative high-pressure laminated plastic, will find this catalog from Railite helpful. Suggests applications and gives full specifications. Shows several patterns. Available from Reiss Associates, Inc., Dept. AB, Plastic Div., Lowell, Mass.

Circle No. X61 on reply card, p. 130

FIREPLACE BROCHURE features data on the proper design and construction for chimneys, flues, and hearths. Full-color photos suggest settings for fireplaces. Stresses safety advantages of clay flue lining. Clay Flue Lining Institute, Dept. AB, 161 Ash St., Akron 8, Ohio.

Circle No. X62 on reply card, p. 130

HOW TO WATERPROOF masonry is explained in a 20-page catalog. Illustrates both protective and corrective treatments. Photos show application methods. Gives a complete list of products available, their uses, advantages. Standard Dry Wall Products, Dept. AB, New Eagle, Pa.

Circle No. X63 on reply card, p. 130



7 places to cut hand-labor costs

with **CASE**®

Utility LOADER

If you spend as little as 4 hand-labor hours a day on miscellaneous digging, lifting, loading and carrying jobs — like the 7 typical operations shown above — you will be money ahead by purchasing a Case *Utility* tractor-loader.

For as little as **\$92⁰⁰** per month *

...you can mechanize these and many other hand-labor chores... speed-up your building schedules... cut sub-contracting expense, with a 1000-lb. capacity Case 210 Loader. A few dollars more equips your "210" with multiple, matched attachments for handling dozens more tasks quicker, easier, at lower net cost.

A free demonstration will quickly convince you that the Case 210 has the power, speed and all-around versatility to *save you a full month's installment payment in ONE WEEK* — in hand-labor costs alone!

Take a free "look-see-try" at your Case Dealer's. Clip and mail coupon for literature... no obligation.

*Installment payment after average down payment or trade-in, f.o.b. factory — plus freight, taxes, installation. Price subject to change without notice.



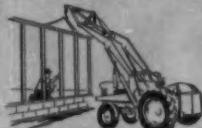
PALLET FORK handles brick, block, lumber, roofing, large materials.



DOZER BLADE backfills, grades, spreads, clears snow.



ALL-PURPOSE BLADE finish grades, cuts ditches, sidewalks, forms terraces.



CRANE BOOM lifts partitions, sets forms, window units, bulky articles.



BACKHOE cuts trenches, footings to 10'.

J. I. CASE COMPANY
Dept. F1409, Racine, Wis.

YES, send free information on Case 210 Utility Loader and attachments to:

Name _____	Position _____	Company _____	Address _____	City _____	State _____
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CU-L-119

CASE
J. I. CASE CO., RACINE, WIS.



SISALATION EASIER AND FASTER TO PUT UP WITHOUT DAMAGE!

This low-cost Reflective Insulation and Vapor Barrier is unbelievably strong, for fast, tear-free application. Sisalation is ideal for walls, floors and ceilings.

This Sisalkraft product will help you sell houses to prospective home owners. Tell them it not only keeps the home 15 degrees cooler in summer . . . saves fuel in winter . . . but also *prevents condensation damage*.

Sisalation is equal to about 1 inch of thick insulation and turns back 95% of radiant heat. Meets FHA and VA Minimum Property Require-

ments as a vapor barrier. Available in standard width rolls of 36" and 48" at your Lumber or Building Material Dealer.



AMERICAN SISALKRAFT CORPORATION
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In Canada: Murray-Brantford Ltd., Montreal

reinforced paper, foil and plastics for construction, industrial packaging and agriculture

PLAN TO TRIM COSTS ON THESE JOBS!



Loading from a stock pile.

There are companion tools for every job—loaders, backhoes, blades, augers, rippers, rotary tillers and more.



Backfilling a foundation.



HERE'S HOW . . . You can save valuable time on every project by *owning* your own Allis-Chalmers utility tractor with selected companion equipment. It costs less than you may think . . . and you control working schedules.

Allis-Chalmers D-14's and D-17's are different in ways that count. Low profile—high clearance design brings low center of gravity for safe operation . . . provides plenty of clearance to work on rough building sites. There is strength where it counts . . . stability too, with a generous wheelbase and wide tread. And yet, the D-14 turns in a circle four feet smaller than some other utility tractors.

Plan to trim costs on many jobs like these. An Allis-Chalmers dealer is ready to demonstrate. Just name the time!

ALLIS-CHALMERS

D-14 43-hp, 4,200-lb weight

D-17 63-hp, 5,300-lb weight

ALLIS-CHALMERS MFG. CO.

Utility Tractors and Equipment
Milwaukee 1, Wisconsin

Gentlemen:

Show me more about the new design Allis-Chalmers utility tractors and equipment.

- I'd like Literature A Salesman's Call
 A Job Demonstration

Name _____

Firm _____

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What you should know

IT'S TIME TO TAKE A NEW LOOK at the artesian well. Today's builder is on the move. The scarcity of reasonably priced land within the city limits—and sometimes, even in the suburbs—is forcing the builder further and further out of town. And in many cases, this means he must build beyond the reach of city water mains.

The big developer, who often does not have the capital to tie up in a community water system, and the small-volume builder are often in the same boat. Both of them have to include in their budgets the cost of a well, and its pumping and storage system.

Almost all builders will rely on subcontractors for their well systems; nevertheless, they should have at least a basic knowledge of how a system is set up.

THE COST OF A WELL SYSTEM cannot be generalized. It depends on the water table, the type of ground where the drilling is done, how far the water must be lifted, and the number of wells the builder needs. A 400-house-a-year builder might have to drill only 75 ft. into soft rock; his cost could be less than \$300 a house. Another builder, building just one house, might have to push down 300 ft. into hard rock; his system could cost over \$3,000.

THE WELL ITSELF is simply a 4- to 6-in. hole in the ground, from 50 to 500 ft. deep. It is lined with casing down to rock level; from there, the rock is the lining. The water level may be near the bottom or the top. The flow can run from a minimum of a gallon a minute to an unlimited supply; and this depth and flow will partially determine the type and size of the pumping and storage system.

Digging is usually priced by the foot, and can run from \$3 to \$8. This generally includes a maximum length of casing. There'll be extra charges if rock stratum is deeper than usual.

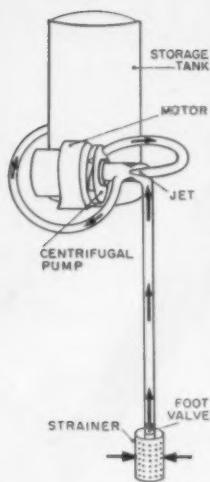
THE STORAGE TANK holds from 40 gallons (the average) on up, at a pressure of from 30 to 60 lbs. per square in. It can be in the garage or basement, in a pit over the well itself, or buried in the ground. A large tank should be used where the well flow is small to hold a reserve water supply. But a large tank should not be placed in a heated area, as the water stored in it for long periods will become unpleasantly warm.

An automatic switch on the tank controls the pump, and maintains the correct water level and pressure.

THE PUMP is chosen on the basis of well depth, the family's water needs, and the desired pressure. The depth determines basic pump type (deep-well or shallow-well). Capacity is usually picked so as to supply the average daily requirement of the family in two hours (this usually works out to between 400 and 1,000 gallons per hour). An exception occurs in wells of low flow, in which pump capacity must be lower than the flow to prevent the system from pumping dry and unpriming itself.

The most widely used pump types, together with their principal manufacturers, are described on the opposite page.

about today's well-water systems



THE SHALLOW-WELL JET is the least expensive of the modern pumping systems. It can be used in any well where the total lift from the well to the pump will not exceed 28 ft.

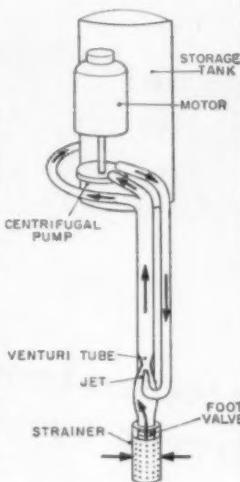
All working parts of the shallow-well jet are contained within the unit. The intake is a single pipe fitted with a strainer and dropped into the well.

The jet pump actually consists of two pumps. A centrifugal pump, operated by the electric motor, is used to circulate water at high velocity through a loop system. This pump also maintains the required household working pressure within the tank.

The second pump is the jet. It is operated by water circulated by the centrifugal pump. This circulating water is forced out of a nozzle into a constricted tube called a venturi. Suction is created at this point, and draws water from the well into the circulating system. Part of this water is forced into the storage tank. The remainder is recirculated through the jet pump. Different sized jets are available for different well requirements.

THE DEEP-WELL JET can be used to pump water from wells as deep as 300 ft. In principle it is exactly the same as the shallow-well type; the difference between the two is in the location of the jet. Instead of being part of the pumping unit itself, the deep-well jet is down in the well. The reason for this lies in the limit of suction lift. At sea level, a suction pump like the shallow-well jet can lift only about 27 ft. In the case of the deep-well pump, the jet is at the bottom of the well, where it pushes the water upward instead of sucking it. The lift is limited only by the power of the pump.

For a well up to about 100 ft. in depth, a single-stage system is adequate; beyond this, a multiple-stage pump should be used. Such a pump has one or more additional centrifugal units. The first stage, or unit, provides the 30 to 60 lbs. per sq. in. for the domestic system. The additional stages provide the higher pressures needed to operate the jet pump, and to lift the water the extra distances needed.

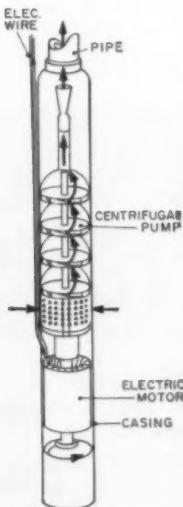


THE DEEP-WELL SUBMERSIBLE PUMP has the highest capacity for its horsepower of any well pump. It is also the most expensive type.

The submersible pump is a long, thin unit which can be dropped to the bottom of a well as small as 4 in. in diameter. The unit contains an electric motor and a multiple-stage centrifugal pump. Leading from the pump to the surface are the supply pipe, a waterproof electric wire, and a supporting cable.

Since the unit is difficult to raise for servicing, it is built with extra care and precision. This accounts for its relatively trouble-free operation, and also for its higher cost. Since it does not have to circulate water to operate a jet pump, all of its power goes into lifting water to the storage tank. This makes it more efficient than the jet; and the lower power requirements and lower electric-power consumption compensate to some degree for the higher cost.

The submersible pump can be used either in deep or in shallow wells. The only exception is a sandy well, which will ruin its precision-built mechanism.



These manufacturers make today's water pumping systems

Jacuzzi Brothers, Inc.: jet pumps. Circle No. X64, reply card, page 130.

The Deming Co.: jet and reciprocating pumps, submersible pumps. Circle No. X65, reply card, page 130.

The F. E. Meyers & Bro. Co.: jet and reciprocating pumps, submersible pumps. Circle No. X66, reply card, page 130.

Dempster Mill Mfg. Co.: jet pumps. Circle No. X67, reply card, page 130.

Decatur Pump Co.: jet pumps, submersible pumps. Circle No. X68, reply card, page 130.

The Duro Co.: jet and reciprocating pumps, submersible pumps. Circle No. X69, reply card, page 130.

Goulds Pumps, Inc., jet and reciprocating pumps, submersible pumps. Circle No. X70, reply card, page 130.

Uniflow Mfg. Co.: jet and reciprocating pumps. Circle No. X71, reply card, page 130.

Aurora Pumps: jet pumps, submersible pumps. Circle No. X72, reply card, page 130.

Fairbanks, Morse & Co.: jet and reciprocating pumps, submersible pumps. Circle No. X73, reply card, page 130.

The Morrison Co.: jet and reciprocating pumps, submersible pumps. Circle No. X74, reply card, page 130.

Red Jacket Mfg. Co.: jet and reciprocating pumps, submersible pumps. Circle No. X75, reply card, page 130.

The Tait Mfg. Co.: jet and reciprocating pumps, submersible pumps. Circle No. X76, reply card, page 130.

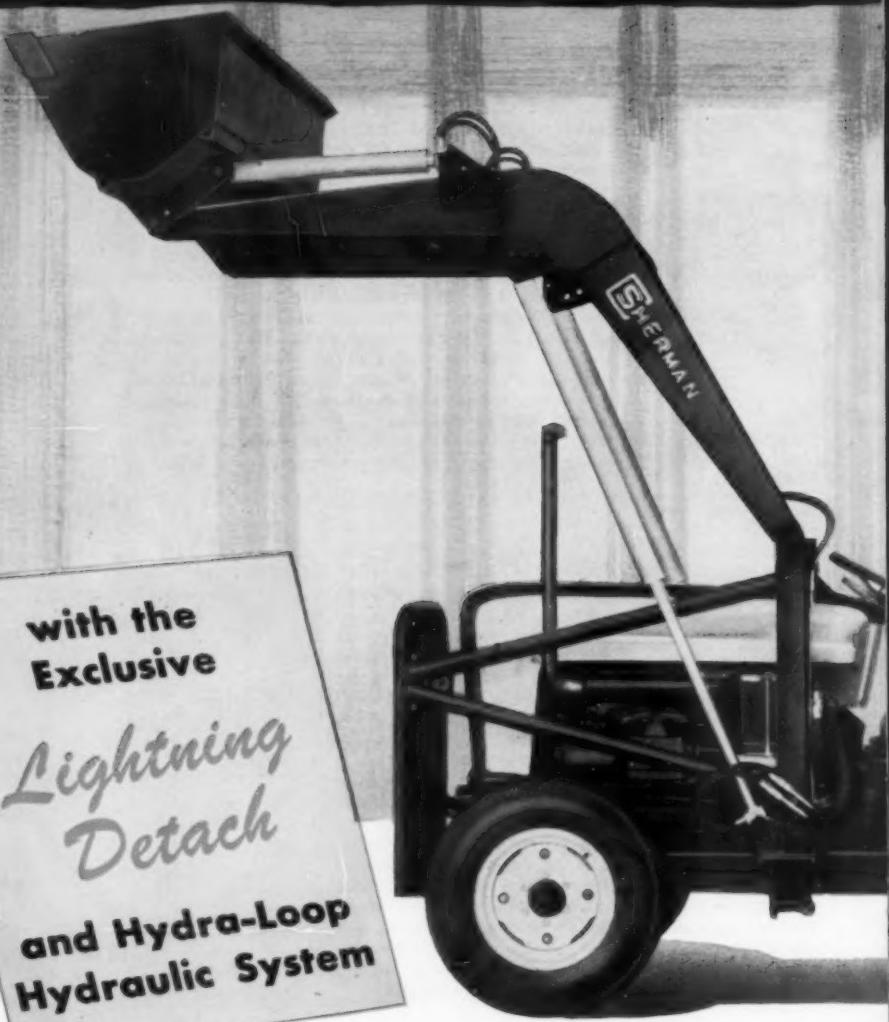
A. Y. McDonald Mfg. Co.: jet pumps. Circle No. X77, reply card, page 130.

Barnes Mfg. Co.: jet pumps. Circle No. X78, reply card, page 130.

SHERMAN Unveils



with the
Exclusive
*Lightning
Detach*
and Hydra-Loop
Hydraulic System



Now, for the first time, you can purchase the all new Sherman Digger-Loader combination! It blends tested feature knowledge gained through over 17,000 field backhoe installations with the imagination and skill of Sherman's outstanding market research and engineering departments . . . The end result is an excavating-materials handling unit that will out-perform and out-maneuver any comparable equipment on the market today! The new Sherman features mean less time on the job and more dollars in your pocket!

Here! SEE for YOURSELF:

- ★ Hydra-Loop Circuit provides power to digger and loader simultaneously.
- ★ Lightning Detach frees tractor in two minutes to use for other work.
- ★ Dirty Filter Indicator guarantees maximum all-around performance.

- ★ Easy oil filter accessibility saves time, eliminates work, simplifies maintenance.
- ★ Outstanding new loader has 2000 lb. lift, 4000 lb. breakaway capacities. (2500 lb./5000 lb. for Ford Industrial, Fordson Power Major tractors).
- ★ 2800 Sherman dealers throughout U. S. and Canada assure you of prompt parts and service necessary for dependable, economical operation.

ALL NEW Digger-Loader



SEE your Ford tractor dealer or mail coupon TODAY!

SHERMAN S PRODUCTS

POWER DIGGERS • LOADERS • SOIL WORKING TOOLS

SHERMAN PRODUCTS, INC.

Royal Oak, Michigan

SHERMAN PRODUCTS, INC.

3200 W. 14 Mile Rd., Royal Oak, Mich.

Please send me Bulletin No. 793 on the Sherman Panther Power Digger and All New Loader.

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Address _____

City _____ State _____

"We've used all kinds of windows...
and

WE'RE BACK TO WOOD WINDOW UNITS"



Says Larry Winn, Jr., Winn-Rau Corp.,
Developers of



"When you are building with the long range view in mind, the best quality is always the cheapest . . . that's why the wood window units in Nall Hi's are Ponderosa Pine almost 100%. We get more variety in style; elevation changes are easier by switching from casement to awning or colonial; and they have a distinct decorative advantage. We can stain or paint them on the inside as the customers want them," states Larry Winn, Jr., vice president and sales manager.

"My partner, Gus Rau, president and in charge of construction, says, 'Customers tell us they get less air-leakage around the frame, and with Kansas City weather like it is, this is important. Yes, we've used all kinds of window materials, but the service record on wood window units shows us that these quality products are the cheapest in the long run. This is true especially when you're building 1600 homes in one area like Nall Hills.' So you can see we really like Ponderosa Pine windows," Winn concludes.

Because Wood is So Good to Live With

Ponderosa Pine WOODWORK

39 South La Salle Street
Chicago 3, Illinois

An Association of Western Pine Producers and Woodwork Manufacturers

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BEST BUILDER'S GUIDE TO WINDOW QUALITY



The American Wood Window Institute Seal on the windows you install is your customer's assurance that they conform to the specifications of new FHA standards and are:

Correct in design
Properly constructed
Preservative treated
Properly balanced

Made from carefully selected kiln-dried lumber
Efficiently weatherstripped



Loader: International Pippin... Rear blade: Danuser

New International® 340 Utility tractor... **BIG-TRACTOR BRAWN**

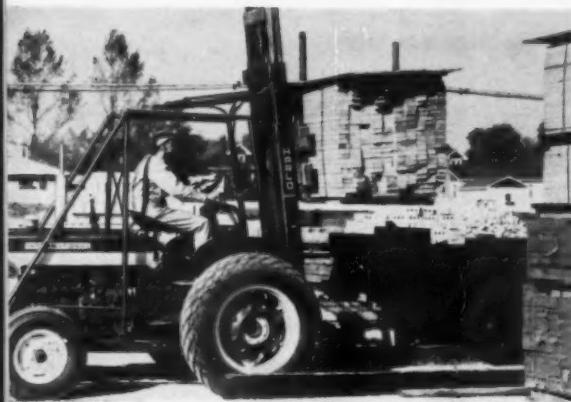
...low budget economy!

You get a lot of work for your money in a new International 340 Utility tractor. While rated in the economical 45 hp class, the 340 has built-in weight usually available only with larger, more powerful tractors. Premium weight and high-torque power provide work-boosting traction, stamina, operating economy.

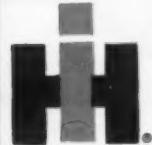
Work-speeding options include new *Fast-Reverser* unit providing six reverse speeds to save time on all shuttle-type work, or *Torque Amplifier* drive for 10 speeds forward, two reverse; new built-in *hydraulic system* with capacity to operate backhoe, loader, 3-point hitch equipment, and accessories such as power steering!

Ask your IH dealer to demonstrate the new 340 Utility . . . or others in the complete International line of 6 power sizes, 12.8 to 90 hp*. For catalog and your IH dealer's name, write International Harvester Company, Dept. AB-6 P. O. Box 7333, Chicago 80, Illinois.

* Bare engine hp at standard sea level conditions.



Cut job site materials handling costs with the brawny International 340 Utility, equipped with 4,000-lb capacity fork lift. Big-diameter tires give sure-footed traction over rough or soft ground, in mud or snow. Unload trucks, stock pile or spot materials at point of use, lift them to roof or scaffolding as high as 20½ feet.



SEE YOUR

INTERNATIONAL HARVESTER DEALER

International Harvester products pay for themselves in use—Farm Tractors and Equipment . . . Twine . . . Commercial Wheel Tractors . . . Motor Trucks . . . Construction Equipment—General Office, Chicago 1, Illinois

How a clam-action 4-In-1 gives you a one-man "equipment fleet"



Many-purpose Clamsh

Using clamshell "stand-and-load" one-gulp bucket fill, the 4-In-1 can do clean-up work twice as fast as ordinary buckets—can "surround" elusive materials without "chasing them"—can give amazing advantages on stockpile loading. "My TD-9 4-In-1 did a clean-up job in only 4 hours that usually takes any other same-sized rig 8 hours to do!" says Robert Findlay, Clarks Hill, Indiana.

Excavator-Loader



Skid-Shovel position applies the tremendous excavating force of pry-over-shoe break-out action—enables the International Drott 4-In-1 to "double" for power-shovel performance on a long list of jobs. This TD-9 4-In-1 is breaking up, digging up, and loading out old concrete walks and masonry curbings for Contractor Ralph Torres, El Paso, Texas.

"Carry-type Scraper"



As "carry-type scraper" this TD-9 4-In-1 gives inch-close lot-grading accuracy, spreads with precision. Close-coupled, this unit delivers its big capacity where "long hitched" outfits can't profitably maneuver. "The 4-In-1 gets me jobs an ordinary loader can't begin to do," states Owner Harold Swanson, Richmond, Calif. "My competitors are buying 4-In-1's to equal what I can do."

Earth-rolling Bulldoz



Lift the clam lip hydraulically, and you've got earth-rolling bulldozer action seconds-fast and fingertip easy. This TD-20 4-In-1 is doing all the excavating and rough grading for a new 6-acre factory. "I switched to the TD-20 outfit to get maximum volume as a one-man-operating contractor," reports Owner Albert George Gee, Cedar Rapids, Iowa.

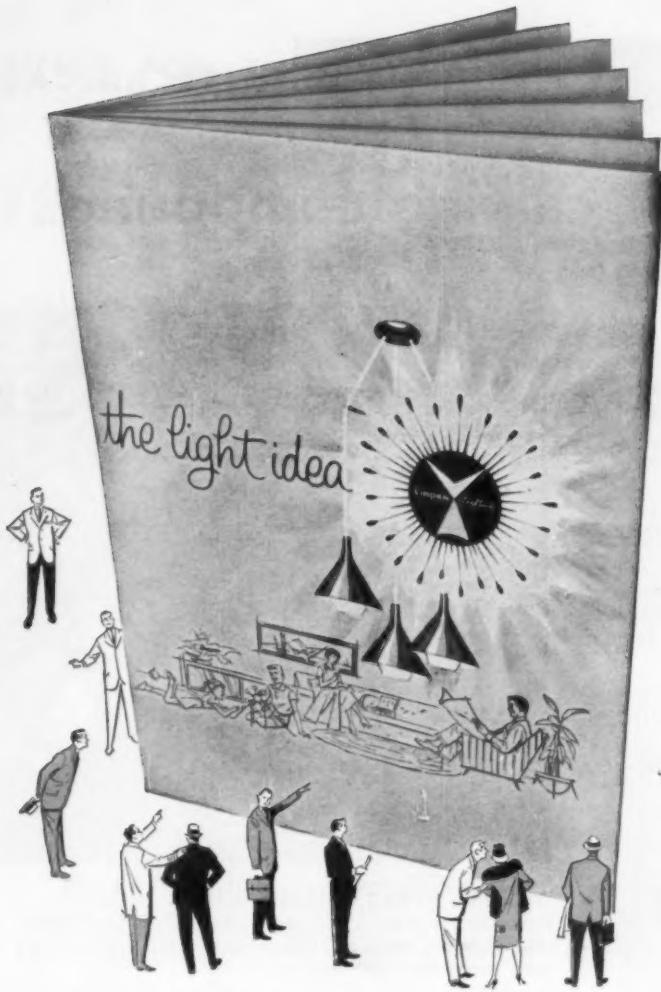
Count the machines an International Drott 4-In-1 can replace for you—count the thousands of dollars it can save you—count the profitable jobs it can get you, competing with contractors who bid on the basis of using a yard full of limited-duty rigs. And measure the performance protection value of exclusive shock-swallowing Hydro-Spring. See your International Drott Distributor for a demonstration!

International Harvester Company, Chicago 1, Illinois; Drott Manufacturing Corp., Milwaukee 15, Wisconsin



INTERNATIONAL
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the
light
idea
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**Hailed by Builders everywhere as
"the greatest sales idea in years"**

"A terrific selling point" . . . "women love it" . . . "a feature you can see and sell" . . . those are the enthusiastic comments builders are making about "the light idea" by Virden.

And well they might! For "the light idea" is a new concept in home lighting. It not only illuminates, but it enables you to *match today's living patterns . . . to create the right lighting mood for every occasion . . . to emphasize beauty . . . to provide safety and protection inside and*

outside your homes. And it's a sales feature you can adopt at no extra cost to you.

See your Virden distributor. Ask him about the "light idea" for your homes. He is listed in your phone book under "Lighting."

Or mail the coupon below for a free copy of our new "light idea" catalog. 52 pages in full color showing the new 1959 selection of Virden lighting plus dozens of "light ideas" for you to use.



virden
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A Division of the John C. Virden Co., Cleveland, Ohio
in Canada, John C. Virden Ltd., Toronto, Ontario
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I like "the light idea." Mail me your new light idea catalog and the name of my local Virden distributor.

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City _____ Zone _____ State _____

One of the best calking compounds

Why they're better

Here's a "gunk" that comes closer to being the perfect calking compound than anything you've seen. It's a Thiokol-based sealant that can be applied the same way as ordinary compounds—with calking gun, putty knife, or trowel. And it has these other advantages:

1. It binds tightly to most building materials—glass, brick, metal, concrete, wood, etc.
2. It sets overnight, without shrinking.
3. It's completely waterproof.
4. Its tight seal resists vibration, extreme expansion and contraction, wide variation in temperature, aging.
5. It can be applied in wet weather, or after having been in contact with water. (However, the surface it's applied to must be dry.)

Oddly enough, Thiokol-based sealants (synthetic-rubber-based compounds) are related to some of the latest rocket fuels. (See March '59 *Reader's Digest*, p. 217.) They're manufactured under many trade names (see partial list of manufacturers, opposite) from material supplied by Thiokol Chemical Corp. They are mixed on the job site (see photos, below).



HOLDING POWER of Thiokol sealants is demonstrated to builder Leo Fanelli, N.J. Manufacturer Dave Long (left) shows him two pieces of Thiokol-joined wood. Fanelli tries hard, but he can't part the joint.

How they're prepared—for small jobs and large



ONE-HOUSE BATCH (which the average builder is likely to find most convenient) is mixed by hand. The material comes from the manufacturer in two parts. When the batch reaches uniform consistency—generally in 5 to 7 minutes—it's ready. Care should be taken to prepare only the amount needed; the material's pot life is 3 to 8 hours.



FOR TRACT WORK, where one man will usually caulk many houses, the sealant is mixed mechanically. This is usually done with a paddle chucked into a slow-speed drill, as shown above. Individual manufacturers suggest different types of paddles, but the key is to mix as evenly as possible, without beating air into the batch.

GUIDE FOR THE MONTH OF JUNE

yet: Thiokol-based sealants

Where they can be used



In joints of wood gutters



Around air conditioners



In basement cracks



Around metal jalousies



At siding and concrete



At sidewalk, foundation



Around window walls



Around decorative panels

How they should be applied



Where they can be obtained

Armstrong Cork Company
Lancaster, Pennsylvania

Caroline Company
32 Hanley Industrial Court
St. Louis 17, Missouri

Chem-Seal Corporation
12910 Panama Street
Culver City, California

Churchill Chemical Company
3127 East 26th Street
Los Angeles 23, California

Coast Pro-Seal & Mfg. Co.
2235 Beverly Blvd.
Los Angeles, California

Dicks-Armstrong-Pontius, Inc.
Box 999
Dayton, Ohio

A. C. Horn Companies
750 Third Ave.
New York 17, New York

David E. Long Corporation
220 East 42nd Street
New York 17, New York

Minnesota Mining & Mfg. Co.
900 Bush Ave.
St. Paul 6, Minnesota

Parr Paint Company
18312 Syracuse Avenue
Cleveland, Ohio

Pecora Incorporated
4th & Sedgley Avenue
Philadelphia, Pennsylvania

Presstite-Keystone Engng.
Products Company
39th and Chouteau Avenue
St. Louis, Missouri

Products Research Company
3126 Los Feliz Blvd.
Los Angeles, California

L. Sonneborn Sons, Inc.
404 4th Avenue
New York 10, New York

Steelcote Mfg. Company
3418 Gratiot Street
St. Louis, Missouri

The Tremco Mfg. Company
8701 Kinsman Road
Cleveland, Ohio

PUT YOUR MONEY IN DREAM FEATURES...

but don't "Gold-Plate" the drain!



Specify Republic Steel Pipe for maximum economy in waste line service

You'll know from her radiant reaction . . .

Here at last is a house that costs no more to buy, yet offers that "something" she's waited for, even dreamed of. It may be the quality built-ins...the distinctive use of glass, metal, or wood...or the prevailing air of gracious living. But to her, that dream "something" is the deciding factor.

By insisting on building materials that offer maximum economy—such as Republic Steel Pipe for drain line service—you can give buyers many extra features without increasing prices or reducing profit-margins. Initial cost savings that are yours with Republic Steel Pipe can be converted directly into dream "somethings" that can be seen and valued.

Republic Steel Pipe is available with minimum variation in price and delivery. Since one grade of steel pipe meets

all requirements, inventory problems are reduced. Further savings come about from the material's easy workability...workability that is assured by absolute uniformity. reputable plumbing contractors have been installing Republic Steel Pipe faster and at lower cost for years.

Dependability? Republic Steel Pipe has proved over and over to be good for the life of a building—commercial as well as residential. No need to "gold-plate" the drain. Pipe's tight galvanized coating stays tight, provides years of dependable corrosion protection.

Get full information on the immediate and long-term economies offered by Republic Steel Pipe. Consult your Republic Pipe Distributor or write Republic Steel Corporation, Dept. AB-7515, 1441 Republic Bldg., Cleveland 1, Ohio.

REPUBLIC STEEL



World's Widest Range of Standard Steels and Steel Products

Can you see where you're DIGGING?



YOU CAN...with a DAVIS BACKHOE!

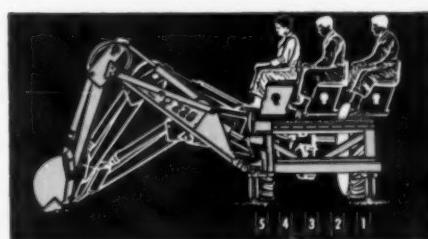
Massey-Ferguson's new Davis 220 Backhoe gives exclusive "line-of-sight" operation. In any digging position — flush left, flush right, in the center . . . even when dumping — the operator's seat is in line with the boom, the bucket is always in full view. You don't have to twist or stretch to see. The Davis 220 is designed to put you where you deserve to be — on top of your work and in line with it. You can do any digging job more accurately, faster, and with unsurpassed convenience and comfort.

Visibility is only one feature of the new Davis 220. Increased operating pressure to 2150 psi with high-pressure fittings, tubing and hoses — 14,000 pounds breakout force to dig through frozen ground and asphalt — vertical stabilizers for "mountain-goat" footing all add up to better performance. Of course Davis was the first backhoe to ever dig flush and to have a rotary cylinder giving 200° continuous operating arc.

NEW HYDRA-SLIDE POSITIONING with the DAVIS 220

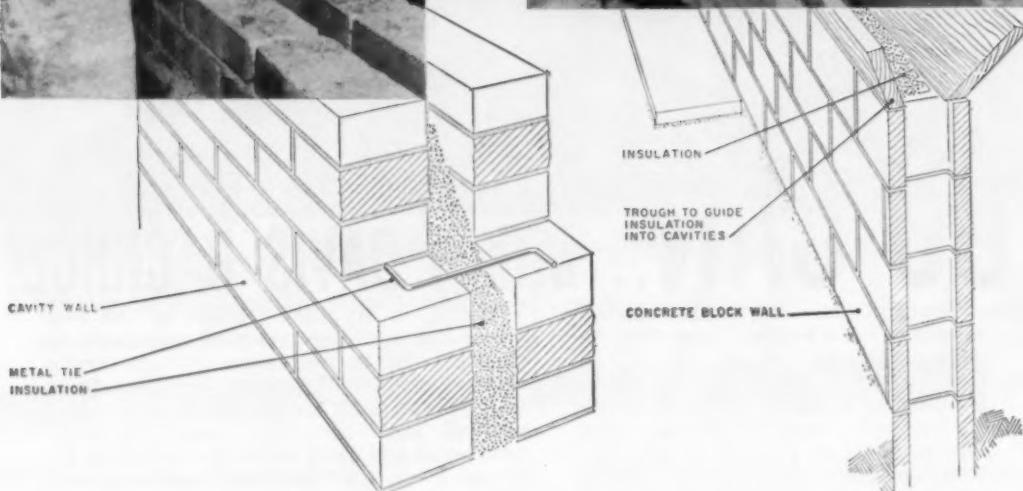
The new Davis 220 features Hydra-Slide positioning to move the digging assembly (and the seat) to a flush digging position. It can be done in 5 minutes by simply loosening four bolts and sliding the mast assembly by actuating the boom and bucket cylinders. Total of 5 digging positions located along frame.

No Wonder Davis Backhoes Are So Popular and So Profitable to Own. See your dealer for an "on-the-job" demonstration, and ask him about the budget-priced Davis Model 185!



MASSEY-FERGUSON INDUSTRIAL DIVISION
1009 SOUTH WEST STREET • WICHITA 13N, KANSAS

COST SAVER FOR JUNE



BRICK CAVITY WALL is insulated by pouring Zonolite water-repellent fill into the cavity. This wall required 1,152 sq. ft. of insulation. Two men did the job in 30 minutes, cutting wall's heat transfer by 50 per cent.

BLOCK WALL is insulated by pouring new material into cores. Insulation for this job cost only 10¢ a sq. ft. of wall area. Wall's U factor was raised from .39 to .20. Wooden hopper facilitated pouring, avoided waste.

New masonry fill resists water, makes practical the pour-in method of insulating cavity walls

This new material provides the first practical way to insulate hollow masonry walls.

Until now, any insulation placed inside a wall tended to absorb moisture, causing damp walls. And the cost of furring out and installing batts (25 to 32¢ a foot) sometimes canceled out the economy of masonry construction. This improved fill overcomes those problems.

The new insulation is an expanded vermiculite treated with water repellent. It meets the three requirements set by the Structural Clay Products Institute for cavity-wall insulation; it won't hold moisture, won't set up capillarity, won't compact through settling. Trade name of the new material is "Zonolite Water-Repellent Fill." (Circle No. X79 on reply card, page 130.)



DUMP FAST...REVERSE FAST

Speed up that job with a
JOHN DEERE CRAWLER-LOADER

Here's why you get efficient work and top handling ease with a John Deere Crawler-Loader. After bucket is dumped at full height position, operator can return it to digging angle by use of boom-control only. And there's no need to shift gears to back away from the truck and head for the spoilheap—the clutch-type direction reverser takes care of that. Clutch-control steering adds to the unit's unmatched maneuverability.

Both Diesel and gasoline units are available, each with a new heavy-duty transmission and new working speeds to give you most efficient use of this low-cost power.

See your John Deere Industrial dealer for a demonstration—discover for yourself why this loader gives you top work-capacity per dollar.

**Basic Facts
on the 831 Loader**

Bucket Capacity	7/8 Yard, Heaped
Roll-Back	35 Degrees
Pry-Out Pressure	8500 Pounds
Dumping Clearance	7 Feet, 10 Inches
Dumping Angle at Full Height	50 Degrees
Engine Options	Gasoline or Diesel

More facts? Write:
John Deere Industrial Division,
Dept. 543, Moline, Ill.

JOHN DEERE



"Specialists in Low-Cost Power with a Heavyweight Punch"

I'm an appraiser



Lately I've noticed more and more structural damage due to termites and decay in the houses and buildings I have been appraising. That is except when Wolmanized® pressure-treated lumber was used. It's certainly worthwhile for the original owner to use Wolmanized pressure-treated lumber where wood is in contact with masonry or near the ground where termites get their start. When prospective buyers know Wolmanized lumber was used in construction, resale is much easier.

W-17

Wolmanized

PRESSURE-TREATED LUMBER

If you are interested in the many uses of decay and termite resistant lumber in light and heavy construction, send for this 16-page booklet on "Wolmanized" lumber. It tells you where to use it . . . where to get it.

Wolman Preservative Dept.
KOPPERS COMPANY, INC.
769 Koppers Building, Pittsburgh 19, Pa.



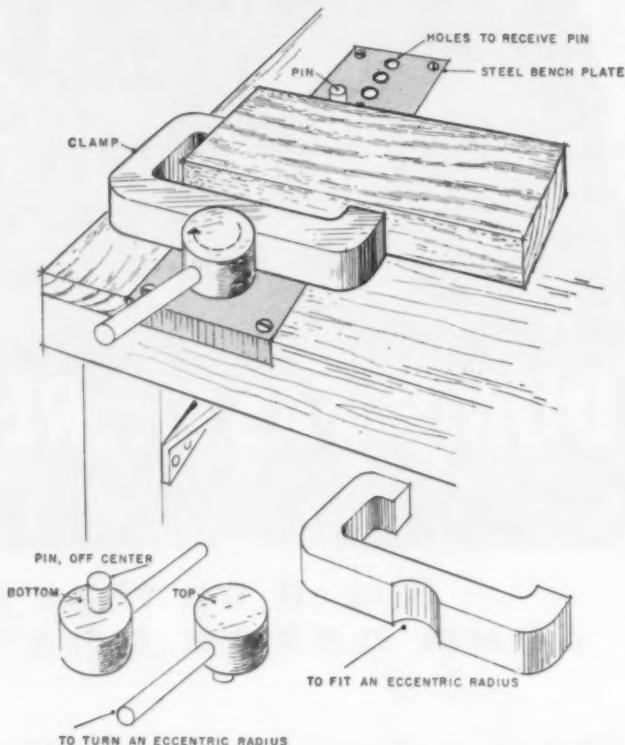
Wolmanized
PRESSURE-TREATED LUMBER

American
Builder

TRAINING YOUR MEN

How to do it better

Bench work is faster with this simple double-acting clamp



End and side clamp assembly

This versatile clamp would be a valuable addition to any builder's shop. It's lighter than the conventional bench vise, can hold much wider objects. Paired with another clamp of the same type, it will hold long members. Built into a light bench, it can be easily moved to the job site. And its hardwood clamping piece (the one shown is one of many shapes and sizes that can be used) will not mar the work being held.

To operate the clamp:
Pin stop is placed in desired

hole in bench plate. Object is placed against pin stop. Clamping piece is placed against object. Pressure is applied by turning the eccentric.

To make the clamp:

For the bench plate, use a 3x½-in. piece of cold rolled steel. Space holes for the pin stop ½ in. apart. The clamping piece can be cut with a band saw. The eccentric is made from 1 ½-in. diameter steel stock, with the eccentric pin turned ¾ in. off center.

C. H. Wiley, Penacook, N. H.

"I'll bet it sells for \$20,000"

That's what builders Lester Burton and Nat Share overheard a prospect say about their EdHill Manor Subdivision model home. They point out that the house actually sells for \$16,000—it just looks like \$20,000 thanks to the Gold Bond Classic Shake siding.

This exciting new siding product has the look and feel of a wood shingle but costs much less. It gives your home a look of quality far above its price. Classic Shake's deep texture gives it outstanding beauty, a natural shadow line and greater strength. It comes in six beautiful solid colors, all protected by Gold Bond's exclusive Plasticrylic Finish.

Ask your Gold Bond® salesman to show you how new Classic Shake can give your homes a quality look. Or write for free samples and literature to Dept. AB-69.

NATIONAL GYPSUM COMPANY, BUFFALO 13, NEW YORK

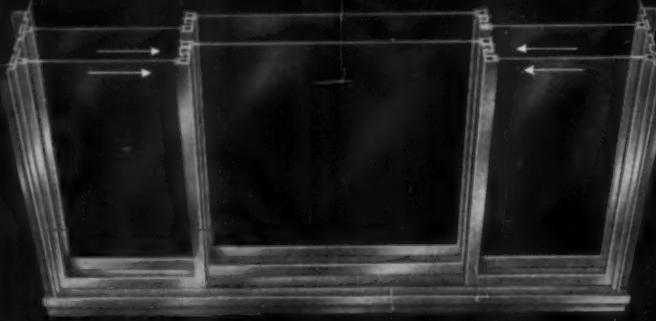


Gold Bond
BUILDING PRODUCTS

Gold Bond Classic Shake combines with Shadow Wall Moulding from Wolverine Mouldings, Inc., to produce a rich looking exterior.

a step ahead of tomorrow

Eliminate cost of Insulating Glass



with the Glamorous

Fleetlite PICTURE SLIDE

Double Windows for Insulation

Direct or Indirect Ventilation

Double Weatherstripping
on all four sides

1 1/4 inches of air space between
glass provides superior insulation.

THIS WINDOW STOPS

**WIND
DUST
NOISE
HEAT
COLD**

All sash cleaned from the inside.

Opens at finger touch ... gliding
on nylon bearings.

FLEET OF AMERICA, INC.

Dept. AB-69, 2015 Walden Avenue • Buffalo 25, N.Y.

Gentlemen: Please send literature as checked below.

Name

Address

City



Sliding
Glass
Doors



Jalousie
Windows
& Doors



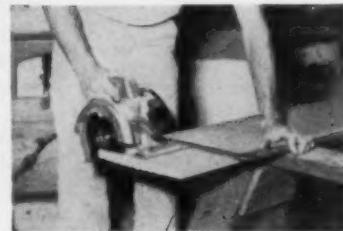
Sliding
Windows



Double
Hung
Windows

HOW TO DO IT BETTER

(Continued from page 180)



**Framing square saves time
if used to guide power saw**

Here's a quicker, more accurate way of guiding a power hand saw.

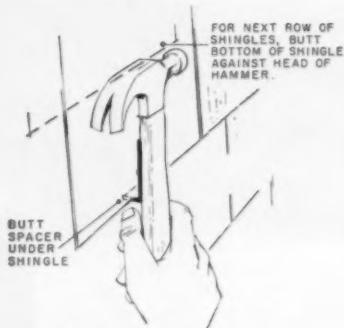
When using the saw on flat work as shown above, measure the piece to be cut, then put the saw blade right on the mark you made. Put a framing square against the saw, as shown, and hold it firmly in place. Make the cut, using the square as a guide. This method, besides insuring a straight, even cut, eliminates the need for making a precise guide mark, as is usually done.

R. B. Brown, Alhambra, Calif.

How to make a hammer double as a shingle spacer



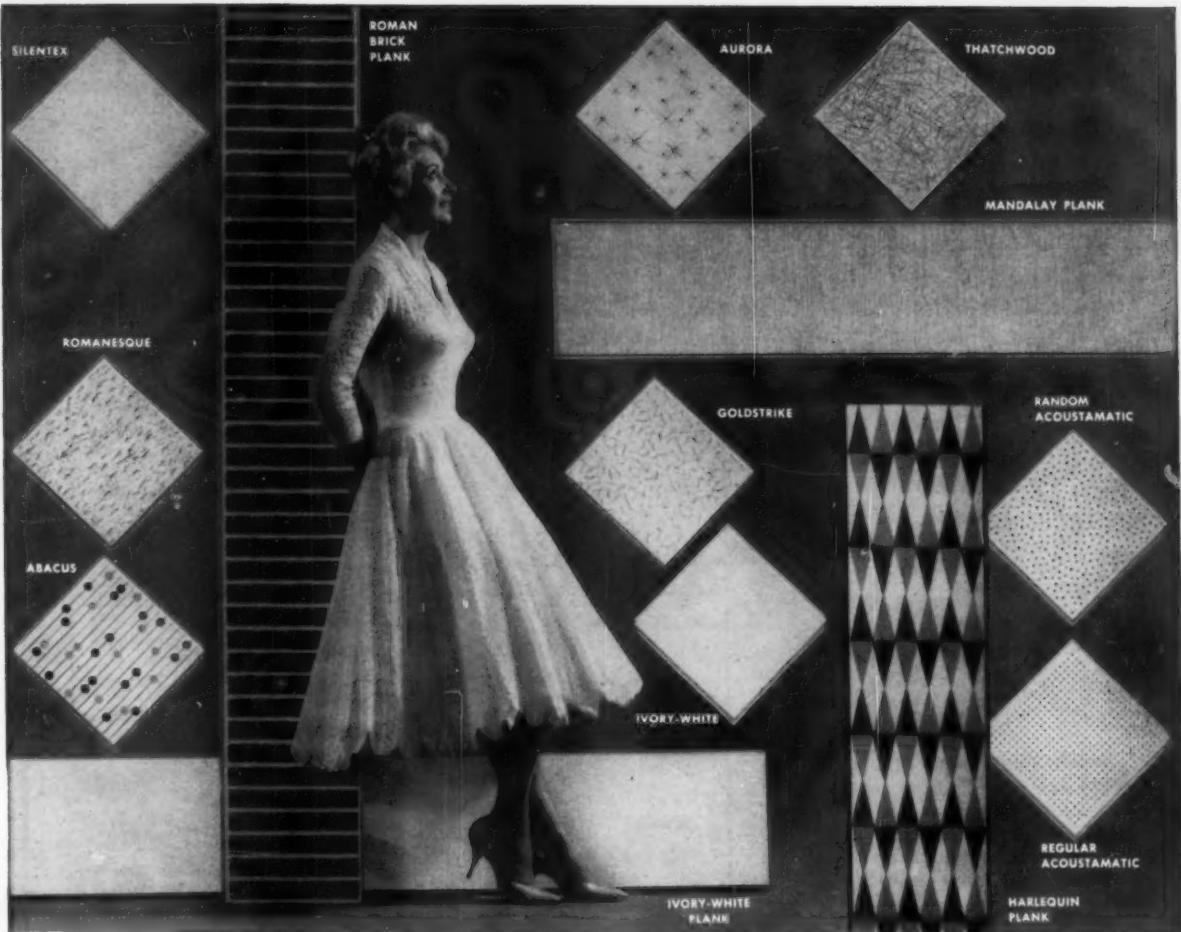
this is how it is made



this is how it is used

This device, attached to hammer handles, simplifies positioning of new shingles on jobs where a guide strip would be inconvenient. It is hooked under in-place shingle; next course is butted against the hammer head, as shown above.

S. Clark, East Bradenton, Fla.



These distinctive patterns put sell in your homes!

Gold Bond's 13 beautiful patterns of insulation tile and plank say "quality" to everyone who sees them. Their fresh, high-style designs set the tone for your entire house. In the accent wall or tile ceiling they can be the one thing that brings your prospect back—to buy.

Three tiles and three planks are *brand new*—and market tested so you know

they'll sell. They all insulate against heat and noise. Silentex and Acoustamatic Tiles absorb up to 75% of the sound that reaches them.

See how these fresh new designs can lend grace and beauty to *your* homes. Write Dept. AB-69 for free samples and literature.

NATIONAL GYPSUM COMPANY, BUFFALO 13, N.Y.



a step ahead of tomorrow



ONLY
RUTLAND
CAULKING
COMPOUND
HAS THE...

NEW
KLIP-TIP®
NOZZLE

*Reg. & Pat. Pend.



Only with Rutland's "KLIP-TIP" nozzle cartridge can you customize the opening to three or more different sizes. Rutland dries to a tough skin, but remains soft and pliable underneath. Also available in Hand Squeeze Tubes, qts.—1, 5 gals.



NEW
RUTLAND
JOINT
CEMENT

Newly formulated for maximum adhesion and strength, Rutland Joint Cement has less shrinkage. It is excellent for each application and sands easily.

over 75 years

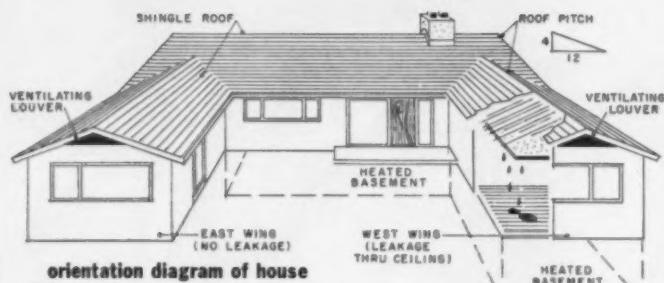
RUTLAND FIRE CLAY COMPANY

RUTLAND, VT.

Makers of Roof Paints, Coatings,
Cements and Foundation Coatings.

Ask the experts . . .

Cross-ventilating attic will ease moisture problems



orientation diagram of house

QUESTION:

The first day we started to plaster, some water spots appeared on the ceiling. The water began to drop to the floor.

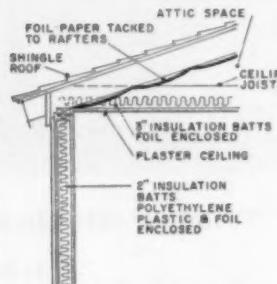
Since there was snow on the roof, I thought there might be a leak through the shingles, which are laid 5 in. to the weather and nailed to plywood sheathing. The pitch of the roof is 4 in 12.

However, I noticed there is more dripping in the east side of the house than there is in the west. Now while the east side is presently unheated, the west got a little heat from the heated basement below it, where we live until the house is completed.

I have insulated the ceiling with 3-in.-thick foil-enclosed batts and the walls with 2-in. batts. These were covered with foil on one side and polyethylene coating on the other. I have also stapled foil paper under the rafters to reflect summer heat. The house has four gables, but only two of them have louvers.

Can you tell me what is causing the trouble and how I can correct the situation?

Urban C. Fuerst
Delphos, Ohio



typical section thru wall and roof

ANSWER:

Improper attic ventilation probably causes your problem.

First, I would advise you to open up the foil tacked underneath the rafters. Open it at ridge and eaves so that air can move between the rafters.

Then, to insure cross ventilation, install roof vents at opposite side of the roof from existing louvers. Make sure vent openings are same size as the louvers.

Also, during the hot months, these roof vents should help carry away the heat from the foil tacked to the rafters.

George A. Kennedy
Structural Engineer
Chicago, Ill.

Design BETTER KITCHENS... Build MORE ECONOMICALLY... Sell MORE PROFITABLY

Pionite LIFETIME LAMINATES

THE PLUS IN YOUR PLANS

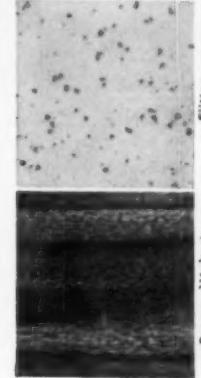


Shown in Pionite Blonde Ash

Another outstanding example of the

PIONITE CUSTOM-SURFACED LOOK

Pionite, in standard 1/16" and post-forming grade 1/8", comes in the ready approval, custom-surfaced with Pionite Lifetime Laminates. The striking realism of Pionite woodgrains, the decorator-styled patterns in harmonizing tones, the resplendent marbles and onyx are sheer inspiration to the designer. On the job, quality-controlled Pionite in 14 convenient sizes is easier to work with, saves time and money. More than 9,000,000 homes now point with pride to installations of Pionite high pressure plastic laminates in kitchens, bathrooms, and other rooms.



Pioneer Plastics Corp., Sanford, Maine
 Please send me full-color brochure
 Please send me "On the Job Installation Manual"

Name _____
 Firm _____
 Address _____
 City _____ State _____ Zip _____

Sanford, Maine • Los Angeles, California

With this TECO Split Ring



... you wed yourself
to greater savings with
trussed rafters



Here's Why—

1 No metal or plywood gusset plates needed.
No nailing. One TECO ring equals 30 ten penny nails.

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4 Easy shipping. Save up to 80% in shipping space.

Send for free fabricating instructions on TECO trussed rafters



TIMBER ENGINEERING COMPANY

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Please send me free copy of TECO fabricating bench design and "How to Build Wood Frame TECO Trussed Rafters."

Name.....

Firm.....

Street.....

City..... State.....

AB-594

ASK THE EXPERTS

(Continued from page 184)

Good vapor barriers will ease condensation worries

QUESTION: Many electric heating men recommend tacking a vapor barrier onto the inside of wall studs and blowing the walls full of insulation.

One problem that has troubled us has been its tendency to settle. Also, it would seem that when the stud wall is completely full of insulation, there is little chance to ventilate behind it.

I contend that since not all moisture can be stopped by a vapor barrier, ventilation inside the wall space is needed. Particularly a full blown-in wall looks as if it would give too many opportunities for condensation inside the stud space.

Will you discuss this problem and make recommendations?

Jack F. Brookbank
Goshen, Ill.

ANSWER: With the stud-wall ventilation you have advocated, we must presume that condensation will occur, since an air space is only effective in venting out moisture that has already condensed.

But such ventilation inside the wall is not successful in preventing condensation, or in minimizing moisture's entering the wall.

Instead, builders should concentrate on keeping moisture from going into areas where it should not be. And properly applied vapor barriers will provide this protection. Insulation requirements include installing a good vapor barrier—one with a permeance rating of one Perm or less. In addition, the outside combined permeance should be at least five times that of the vapor barrier. Thus vapor barriers are preventative; wall ventilation is not.

The blowing-in process of installing insulation ought to be done by a professional applicator. When the material is used correctly at recommended densities and with recommended coverages, you will have no settlement problem.

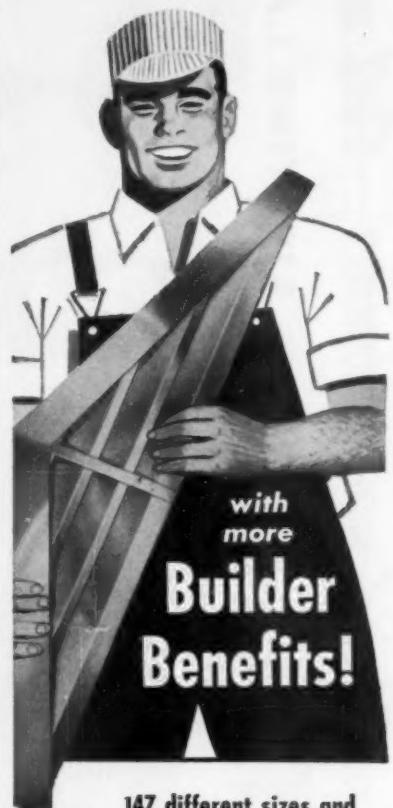
A point to remember is that in winter, cold outside temperatures will make air pressure lower outside than inside the house. And the air will tend to move out through the construction unless windows are opened slightly from time to time.

Home owners can ease the burden on the vapor barrier by venting interiors occasionally whenever the windows steam up, especially during the first two years.

Frank E. Parsons
National Mineral Wool Assn.

LoManCo

The world's most
complete line of
ventilating louvers...



with
more

Builder Benefits!

147 different sizes and
shapes to choose from ... in
aluminum and galvanized

Here's why LoManCo louvers are
your best buy . . . for far!

Each and every LoManCo ventilator meets
the new revised FHA minimum property
requirements. LoManCo louvers are built
only of stronger, heavy gauge aluminum and
galvanized materials. LoManCo offers you
the industries widest selection of louvers to
choose from—over 147 different shapes and
sizes of ventilators with many unique design
features found only in the LoManCo line.

Next time you buy louvers, be sure you
specify LoManCo . . . your assurance
you're getting the best!

See our complete line in Sweets
Architectural File Classification 1b, or
write for illustrated catalog.

Louver
MFG. COMPANY
3609 Wooddale Ave.
Minneapolis 16, Minn.

meet DARRELL BROWN . . . one of your Teco-Testers at Willamette National Lumber Company. This Teco-Tester is the same as having your own quality control man at our manufacturing plant. He is employed by Timber Engineering Company (TECO), a top rated independent research and testing agency in Washington, D. C. His production line inspection and testing enables TECO to certify that the plywood you buy meets or exceeds commercial standards. And, look for the "Struc" mark on Teco-Tested plywood. This stamp certifies that it complies with FHA's structural standards of dependable quality for all load bearing plywood applications. Remember your "Teco-Tester," a trained technician . . . your personal guarantee of quality plywood. Contact your plywood supplier or write us.

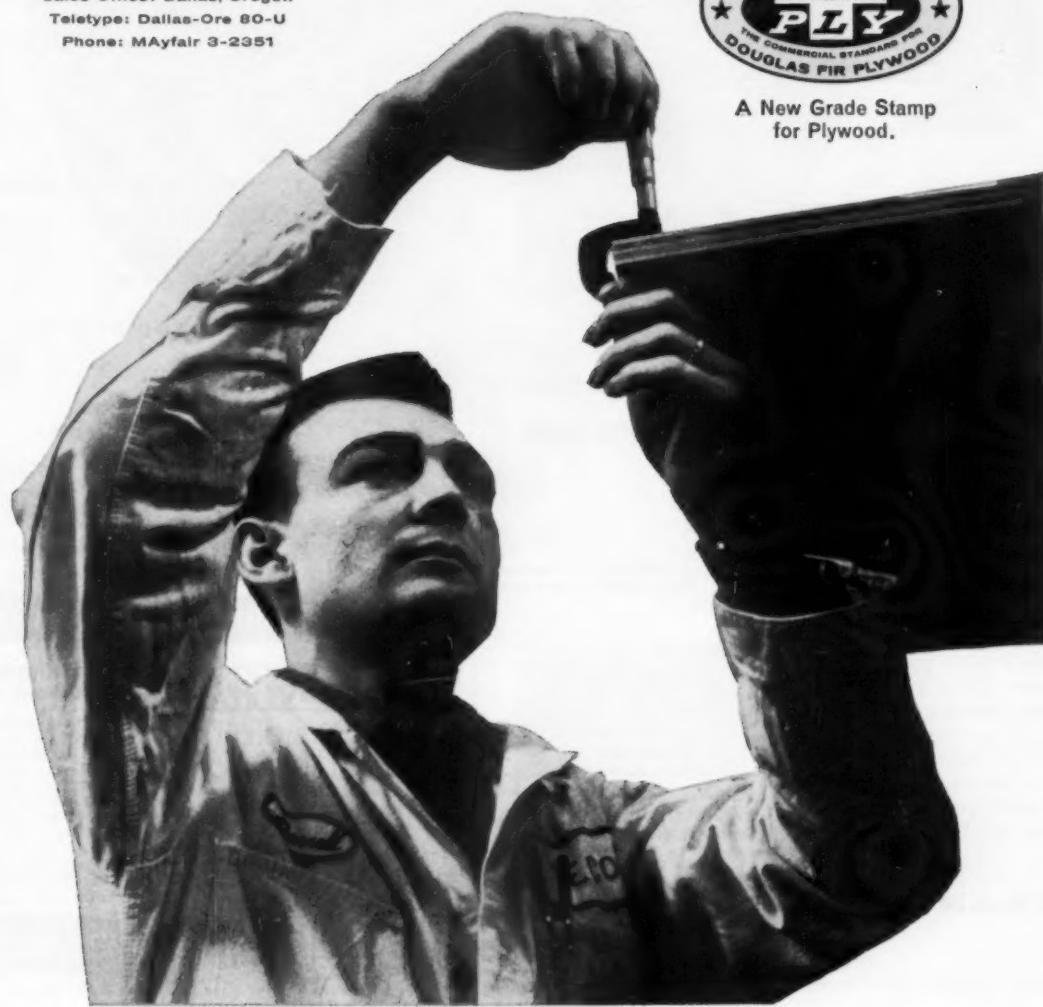
WILLAMETTE VALLEY LUMBER CO.

WILLAMETTE NATIONAL LUMBER CO.

Sales Office: Dallas, Oregon
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A New Grade Stamp
for Plywood.





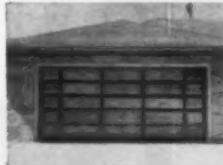
• No. 466—Combination square and horizontal panel

Frantz Garage Doors

**Accent
Home
Beauty**



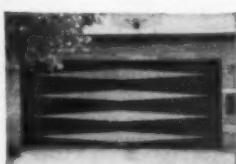
The garage door is the most important door in the modern home of today. It must operate as easily as an entrance door, and should achieve complete architectural harmony. In the augmented Frantz line of Overhead Doors, there is a wealth of modern styles to blend with and accent the beauty of any home design. Frantz doors not only add more to home beauty but also provide more in home convenience. Their ease of opening, their mechanical excellence in either torsion spring or extension spring types, and their many exclusive features, are the talk of the industry. Frantz quality is topmost! Virtually every part of every door—from the steel ball bearings in the rollers, to the door sections and zinc plated hardware—is made in our own plants! When you feature Frantz Doors you feature the greatest combination in beauty, quality and engineering. See Your Lumber Dealer.



• No. C527—Carved Door with panel pattern



• No. 250—5-section horizontal panel, popular for ranch homes



• No. F227—Flush Door with molding strip design

**FRANTZ MANUFACTURING
COMPANY**
Sterling, Illinois

ESTIMATING TAKE-OFF

(Continued from page 107)

—WOOD EXT. & INT. MILLWORK—

1½" Wh. Pine 5x7' Ext. Glaz. Door, F.T.	1 unit
1½" Wh. Pine 2'6x6'8" Ext. Glaz. Door, F.T.	1 unit
1½" Wh. Pine 2'4x6'8" Ext. Flush Door, F.T.	1 unit
1½" Wh. Ven. 2'6x6'8" Int. Flush Door, F.T.	5 units
1½" Wh. Ven. 2'4x6'8" Int. Flush Door, F.T.	4 units
1½" Wh. Ven. 3'x6'8" Int. Fold. Door, F.T.	1 unit
1½" Wh. Ven. 2'x6'8" Int. Fold. Door, F.T.	2 units
1½" Bir. Ven. 5'x6'8" Int. Slid. Door, F.T. Hdw.	1 unit
1½" Bir. Ven. 4'x6'8" Int. Slid. Door, F.T. & Hdw.	2 units
1½" Wh. Pine 6x3' Louv. Scrn. Door, F.T. & Hdw.	1 unit
1½" Wh. Pine 15x7' Overhead Door, F.T. & Hdw.	1 unit
Birch Veneer 3'x6'1" Vanity	1 unit
Birch Veneer 3'x6'1" Desk	1 unit
White Pine Gable End Boarding	60 sq. ft.
White Pine 5½" Closet Shelving	50 sq. ft.
White Pine 1x6" Roof Fascia	325 lin. ft.
White Pine 1x3" Crown Moulding	325 lin. ft.
White Pine 1x3" Shelf Cleats	70 lin. ft.
White Pine 1x3" Wall Base	415 lin. ft.
White Pine 1"x1"x3x2' Wind. Shutter	2 units
White Pine 1"x1"x3x2'6 Wind. Shutter	4 units
White Pine 1"x1"x3x2'3 Wind. Shutter	3 units
White Pine 12x12" Flower Box	15 lin. ft.
White Pine 4"x2"x8" Inter. Lattice	2 units
White Pine & Mesh 9x1'6 Gable Louvers	2 units
Wh. Pine & Mastic 6x3' Gable Louvers	2 units
Wh. Pine & Fir 10x3' Stair & Railing	1 unit
Wh. Pine 1x7" Boarding Buttons	60 lin. ft.
Hardwood 1½"-d. Clothes Pole	50 lin. ft.
¾" Plywood Broom Closet Boarding	30 sq. ft.
¾" Plywood Porch & Overh. Boarding	880 sq. ft.
1½" Pine Sash 11x4'6 D.H. Window, F.T.	1 unit
1½" Pine Sash 10'6x4'6 Window, F.T.	1 unit
1½" Pine Sash 9x4'6 D.H. Window, F.T.	2 units
1½" Pine Sash 6'6x4'6 D.H. Window, F.T.	1 unit
1½" Pine Sash 6'6x3'6 D.H. Window, F.T.	1 unit
1½" Pine Sash 6x3'6 D.H. Window, F.T.	1 unit
1½" Pine Sash 3x3'6 D.H. Window, F.T.	5 units
1½" Pine Sash 3x3' D.H. Window, F.T.	2 units
1½" Pine Sash 2'6x3'6 D.H. Window, F.T.	1 unit
1½" Pine Sash 2x4'6 D.H. Window, F.T.	1 unit
1½" Pine Sash 2'6x1'6 Proj. Window, F.T.	6 units
½" Pl. Glass. Door & S.L. Panels	85 sq. ft.
½" D.S.A. Glass. Door Panels	20 sq. ft.
½" D.S.A. Glass. Window Panels	355 sq. ft.
O.B.S. Glass. Window Panels	5 sq. ft.
Oakum & Mastic Door & Wind. Caulking	535 lin. ft.
Metal Finish Hardware	Sum
1½" Alum. & Glass 6x7' Entr. Slide Door, F.T.	2 units

—PREFINISHED KITCHEN CAB. & ACC.—

Prefinished 5x2x3' Sink Cab. & Acc.	1 unit
Prefinished 4'6x2'2" Base Cab. & Acc.	1 unit
Prefinished 3'3x2'2" Base Cab. & Acc.	1 unit
Prefinished 4'6x1'x2'6 Wall Cab. & Acc.	2 units
Prefinished 8x1x2'6 Wall Cab. & Acc.	1 unit
Prefinished 1'6x2'7" Broom Closet & Acc.	1 unit

—HARDWOOD FINISH FLOORING—

Hardwood 25/32" Finish Flooring	1,120 sq. ft.
Machine Floor Sanding	1,120 sq. ft.
Varnish Floor 2 coats	1,120 sq. ft.

—VINYL FLOOR & BASE TILING—

Vinyl Floor Tiling	165 sq. ft.
Vinyl 4" Wall Base	40 lin. ft.

(Continued on page 190)

Make a Profit on Small Construction!

WITH

TRANSIMIX
UTILITY MIXER!

UNCONDITIONALLY
GUARANTEED

Here is the answer on the smaller job where concrete work is needed. Here's the chance to be rid of costly wheelbarrow labor!



TRANSIMIX mixes 1 or 1½ bags of cement in 1½ to 3 minutes—while stationary or transporting. TRANSIMIX IS THE LOWEST PRICED 1 OR 1½ BAG TRANSPORTING MIXER ON THE MARKET. It can be operated by one man or several. It fits most makes of tractors—and can be installed in 15 minutes. For more information and complete prices write—

UNIVERSAL PULLEYS COMPANY
356 N. Mosley, Wichita, Kansas

Most practical sink for today's kitchen!

DISPOSO-WELL*



There's good reason why sales of the new Lyoncraft Disposo-Well are surging way ahead of the crowd. No other sink better meets your prospects' needs. That's because Disposo-Well, only sink designed just for disposer units, has moved the disposer drain to the upper corner, out of the way. The result is more unbroken work space in the sink, on the counter, and in the cabinet.

Homemakers also welcome the Redi-Rim* construction . . . rim and sink a single, sanitary unit. And it's so easy to install. Naturally, only quality, chrome-nickel stainless is used in Disposo-Well.

For sinks with real "sell-ability," install the new Lyoncraft Disposo-Well, available in double and single bowl models.

*T. M. and patents applied for

World's largest fabricator of chrome-nickel stainless



**LYONCRAFT STAINLESS PRODUCTS
DIVISION OF LYON INCORPORATED**

13881 W. Chicago Boulevard
Detroit 28, Michigan



OPTIONAL: Maple Cutting Board fits into recessed ledge. After preparing food on board, waste is shoveled directly into disposer.

AUTOMOBILE WHEEL COVERS • PRESTIGE TABLEWARE • KITCHEN SINKS • HOUSEWARES

ESTIMATING TAKE-OFF

(Continued from page 188)

—ASPHALT & RUBBER FLOOR & BASE TILING—

Asphalt $\frac{1}{2}$ " Floor Tiling	375 sq. ft.
Rubber 4" Wall Base	70 lin. ft.

Gas Warm Air Ducts & Registers	13 units
Gas Warm Air Temp. Control Equipment	1 unit
Gas Warm Air Vent Connection & Acc.	1 unit

13 units
1 unit
1 unit

—CERAMIC FLOOR & WALL TILING—

Ceramic Floor Tiling	115 sq. ft.
Ceramic Wall Tiling	235 sq. ft.
Ceramic 6" Wall Base	35 lin. ft.

—PLUMBING SYSTEM & FIXTURES—

Water Service Connection & Piping	1 unit
Gas Service Connection & Piping	1 unit
Sanitary Service Connection & Piping	1 unit
Sewer Service Connection & Piping	1 unit
Gas Furnace Connection & Piping	1 unit
Lavatory, Piping & Accessories	1 unit
Kitchen Sink, Piping & Accessories	2 units
Bath Tub, Piping & Accessories	1 unit
Shower Head, Piping & Accessories	1 unit
Shower Enclosure, Piping & Accessories	1 unit
Water Closet, Piping & Accessories	2 units
H.W. Heater, Piping & Accessories	1 unit
Hose Bibb, Piping & Accessories	1 unit
Dish Washer, Piping & Accessories	2 units
Laundry Washer, Piping & Accessories	1 unit

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—METAL & GLASS TOILET ROOM ACCESSORIES—

Metal & Glass 36x24" Med. Cab. & Access.	1 unit
Metal & Glass 26x24" Med. Cab. & Access.	1 unit
Metal & Glass 36x24" Vanity Mirror, Fr. & Access.	1 unit
Metal & Glass 4x6'6" Shower Door, Fr. & Access.	1 unit
Chrome Metal Toilet Paper Holder & Access.	2 units
Chrome Metal Soap Holder & Access.	2 units
Chrome Metal Glass & Brush Holder & Access.	2 units
Chrome Metal 30" Towel Bar & Access.	3 units
Chrome & Cloth Shower Curtain	2 units

—PAINT EXT. & INT. FINISH—

Lead & Oil Ext. Millwork 3 coats	660 sq. ft.
Lead & Oil Int. Millwork 3 coats	1,035 sq. ft.
Lead & Oil Gyph'd Cell. 3 coats	2,250 sq. ft.
Lead & Oil Gyph'd Wall 3 coats	5,025 sq. ft.
Lead & Oil Misc. Metal 2 coats	190 sq. ft.
Stain & Varn. Int. Millwork 4 coats	750 sq. ft.
Lead & Oil Wall Shingle 3 coats	1,735 sq. ft.
Lead & Oil Window 3 coats	380 sq. ft.
Stain & Varn. Window 3 coats	380 sq. ft.

—ELECTRICAL SYSTEM & FIXTURES—

Electric Service & Connection	1 unit
Electric Service Panel & Switch	1 unit
Light Outlets & Wiring	23 units
Convenience Outlets & Wiring	29 units
Single Switch Outlets & Wiring	17 units
2-Gang Switch Outlets & Wiring	1 unit
Light Wall & Ceiling Fixtures	23 units
Entrance P.B. Chime & Wiring	1 unit
Kit, Exh. Fan, Connection & Wiring	1 unit
RANGE, Connection & Wiring	1 unit
Gas Furnace Connection & Wiring	1 unit
H.W. Heater Connection & Wiring	1 unit
Telephone Connection & Wiring	1 unit
Oven, Connection & Wiring	1 unit
Television Antenna & Wiring	1 unit

—HEATING SYSTEM & FIXTURES—

Gas Warm Air Furnace & Accessories	1 unit
------------------------------------	--------

CLASS "A" CHIMNEYS FOR THE SMALL BUILDING FIELD



Lightweight
Vitroliner
offers More — to Everyone

• TO BUILDERS Beautiful '59 CHIMNEY TOPS

"Embossed Brick" and Flat Finish Designed Housings. No Rain Cap—Eliminates Condensation and Soot on Roof Problems. Lightweight, — Completely Packaged, — Easy to Handle and Install IN MINUTES.

• TO ARCHITECTS

Greater Flexibility in Design Planning. Greater Choice in the Selection of Styles, Colors and Flue Sizes. Lower Initial, Installation and Upkeep Costs.

• TO HOME OWNERS

Quality Construction for LONGER Life. Listed by Underwriters Laboratories for All Fuels. Space Saving and other Exclusive Features.

Vitroliner is designed to fit every type of 1 or 2 story home or building, with or without basement, —with flat or pitched roofs.

For fast quote, mail us "X Y", Flue Diameter Dimensions—and Quantity wanted.

Write for Details and your nearby Distributor.

ENGINEERING CORPORATION
3511 W. POTOMAC AVE., CHICAGO 31, ILL.



DISTINCTIVE CONCEPTS in roofing with FOLLANSBEE TERNE



The striking roof effects that can be created with Follansbee Terne give any house a distinctive beauty not possible with ordinary roofing materials.

Follansbee Terne is metal roofing at its best—used by architects because it gives them freedom of design and an opportunity to make the roof an important part of the exterior effect—used by sheet metal contractors because it is easy to work with and forms a perfect soldered joint.

Builders recognize the outstanding sales features of a Follansbee Terne roof immediately. In addition to its beauty, a Terne roof will last a lifetime. It can be painted any color, any time; when painted white or a light color, a Terne roof will reflect most of the sun's heat.

There are other facts about Follansbee Terne that we would like to tell you about. Why not write for them today?

FOLLANSBEE STEEL CORPORATION

Follansbee, West Virginia

ESTIMATING TAKE-OFF

(Continued from page 188)

—ASPHALT & RUBBER FLOOR & BASE TILING—

Asphalt $\frac{1}{2}$ " Floor Tiling	275 sq. ft.
Rubber 4 $\frac{1}{2}$ " Wall Base	70 lin. ft.

Gas Warm Air Ducts & Registers	13 units
Gas Warm Air Temp. Control Equipment	1 unit
Gas Warm Air Vent Connection & Acc.	1 unit

—CERAMIC FLOOR & WALL TILING—

Ceramic Floor Tiling	115 sq. ft.
Ceramic Wall Tiling	235 sq. ft.
Ceramic 6" Wall Base	35 lin. ft.

—PLUMBING SYSTEM & FIXTURES—

Water Service Connection & Piping	1 unit
Gas Service Connection & Piping	1 unit
Sanitary Service Connection & Piping	1 unit
Storm Service Connection & Piping	1 unit
Gas Furnace Connection & Piping	1 unit
Lavatory, Piping & Accessories	2 units
Kitchen Sink, Piping & Accessories	1 unit
Bath Tub, Piping & Accessories	1 unit
Shower Head, Piping & Accessories	1 unit
Shower Enclosure, Piping & Accessories	1 unit
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H.W. Heater, Piping & Accessories	1 unit
Hose Bibb, Piping & Accessories	2 units
Dish Washer, Piping & Accessories	1 unit
Laundry Washer, Piping & Accessories	1 unit

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CLASS "A" CHIMNEYS FOR THE SMALL BUILDING FIELD



Lightweight
Vitroliner
offers More — to Everyone

• TO BUILDERS

Beautiful '59 CHIMNEY TOPS

"Embossed Brick" and Flat Finish Designed Housings. No Rain Cap—Eliminates Condensation and Soot on Roof Problems. Lightweight, — Completely Packaged, — Easy to Handle and Install IN MINUTES.

• TO ARCHITECTS

Greater Flexibility in Design Planning. Greater Choice in the Selection of Styles, Colors and Flue Sizes. Lower Initial, Installation and Upkeep Costs.



CONDENSATION

• TO HOME OWNERS

Quality Construction for LONGER Life. Listed by Underwriters Laboratories for All Fuels. Space Saving and other Exclusive Features.

Vitroliner is designed to fit every type of 1 or 2 story home or building, with or without basement, —with flat or pitched roofs.

For fast quote, mail us "X Y", Flue Diameter Dimensions—and Quantity wanted.

Write for Details and your nearby Distributor.

ENGINEERING CORPORATION
3511 W. POTOMAC AVE., CHICAGO 51, ILL.

DISTINCTIVE CONCEPTS in roofing with FOLLANSBEE TERNE



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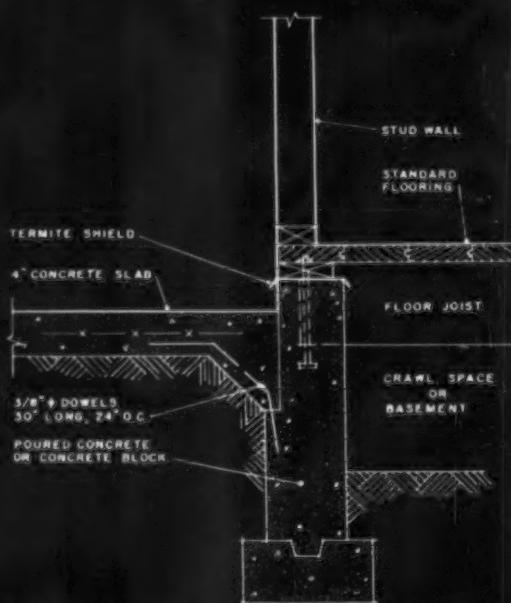


FOLLANSBEE STEEL CORPORATION

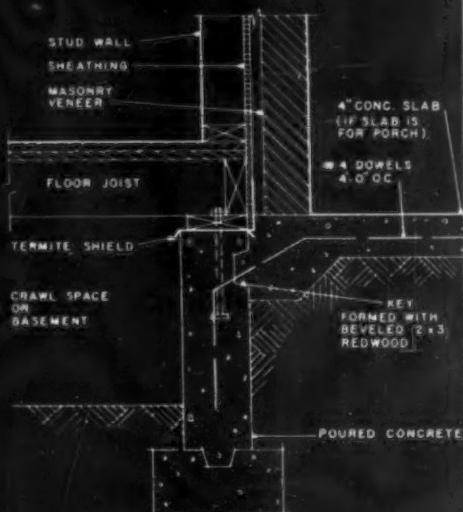
Follansbee, West Virginia

BETTER DETAIL PLATE

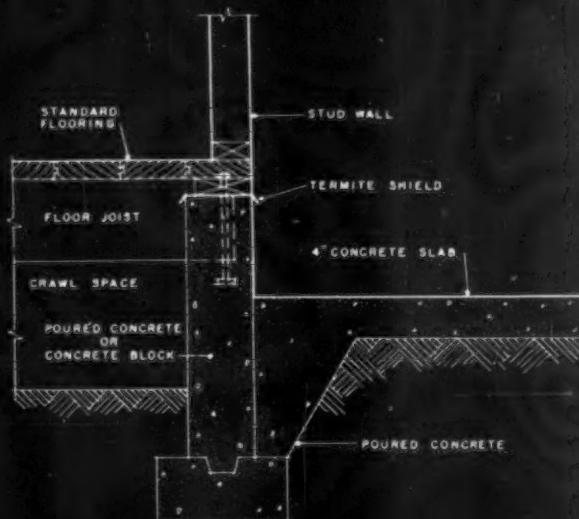
**Here are 3 ways to tie
a concrete slab to
a foundation wall**



2. Put it on a shoulder or corbel



1. Key it in



3. Pour it right on the footing

Keyways and shoulders offer practical means of slab support

Method No. 1: slab is keyed directly into foundation wall. A 2x3, beveled for easy removal from the hardened concrete, forms the keyway.

Method No. 2: slab is supported by a step formed at the top of the foundation wall. In block construction, the step is made by corbeling out

with blocks 2 in. wider than the rest of the wall.

Method No. 3: thickened edge of the slab is poured directly onto the footing.

The first two methods can be used for basement, crawl-space, or slab foundations. The third is good for slab foundations or crawl-space walls.

**YOU SAVE 4-WAYS by
Extruding Materials
with CAULK-FLO**



DEALERS INVITED

... in TIME, LABOR, MATERIAL and MONEY! New high volume pressure system and high pressure pumping mechanism, complete with hose and nozzle assembly, permits rapid application of caulking and glazing compounds, roofing cement, mastics, sealants, putties, adhesives, etc. from a standard 5 gal. bucket to point of application in one operation.

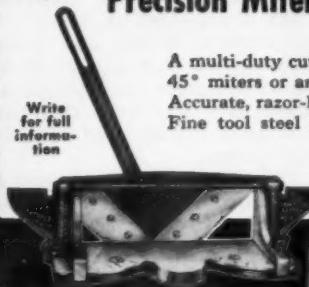
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Precision Miter & Joint Cutter

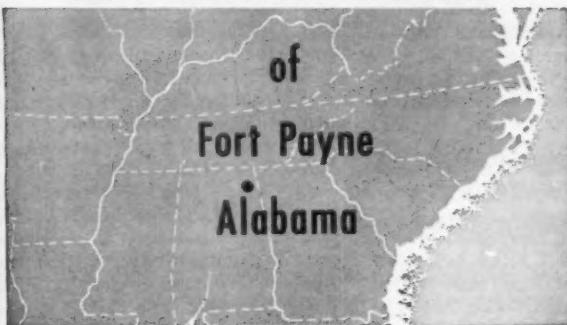
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A multi-duty cutter for right or left hand 45° miters or any adjusted angle to 90°. Accurate, razor-like cut any way of grain. Fine tool steel knives. Compact design. 8" wide, 23" long. Portable. A time saver on every job!

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IN KINGSBERRY'S 1959 LINE

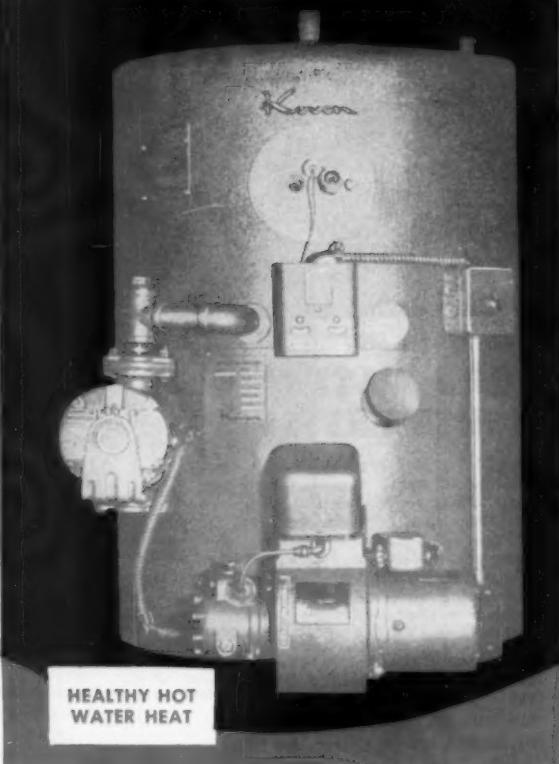
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A PIONEER OF THE MANUFACTURED-HOME INDUSTRY

GAS or OIL FIRED PACKAGED UNIT

A Space Saver...

and installation time saver



HEALTHY HOT
WATER HEAT

COMPLETELY EQUIPPED FOR FAST INSTALLATIONS

- PLENTY OF HEAT AND HOT WATER
- FUEL-SAVER — economical to operate
- FULLY WIRED AND ASSEMBLED READY TO INSTALL IMMEDIATELY
- FITS THROUGH A 30-INCH DOOR in easy one-man handling crate
- BUILT TO FIT THE MODERN HOME

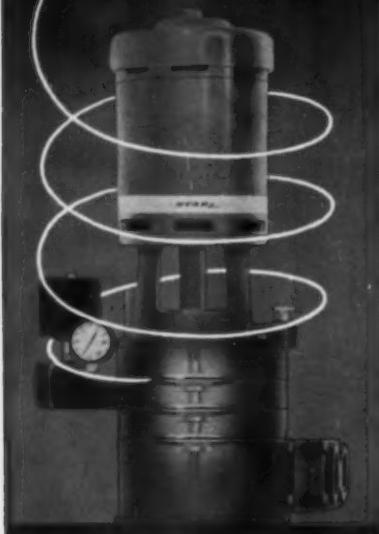


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HIGH PRESSURE MULTI-STAGE
WATER SYSTEMS



Now for no more money...

**MORE WATER with
HIGHER PRESSURES**

STAR line . . . Jacuzzi Bros. newest triumph in pump engineering. Now higher pressures to operate home laundries, dishwashers, lawn sprinklers simultaneously with peak efficiency. Now great volumes of water to satisfy the modern homeowners' greater demands for running water under pressure. All at the price of an ordinary single-stage water system.

FOR DEEP WELLS . . . self-priming, multi-stage jet systems for lifts to 400 feet.

FOR SHALLOW WELLS . . . self-priming, multi-stage jet systems for lifts to 25 feet.

SUBMERSIBLE PUMPS, too, for 4, 6 & 8 inch diameter wells and larger.



STARline
PUMPS & WATER SYSTEMS
Available thru Jacuzzi and Universal
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4100 Bayless Ave., St. Louis 23, Mo.
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Send new 8-page factual bulletin on STAR
line water systems.

Send data on new portable pumps for
contractors.

Have local dealer call me.

Name _____
Phone _____
Firm _____
Address _____

DICKERMAN'S COLUMN . . .

Before FHA: 126,000 starts in 1934;

After FHA: 1,200,000 starts in 1958

By John M. Dickerman, Executive Vice-President, National Assn. of Home Builders



Dickerman

FHA's 25th anniversary finds home building facing a bright future. In the following column Mr. Dickerman discusses the roll played by FHA in the industry's growth.

from the 1,200,000 units built during the 12 months of 1958.

The new Act provided for the insurance of up to \$1 billion of mortgages in new homes, provided they did not exceed \$16,000 nor 80% of the value of the property. It was designed to make possible loans of \$1 billion by banks, building and loan associations and other lending agencies for repairs and renovations with a guarantee of 20% by the government. It also was to make possible the exchange of existing short mortgages (and mortgages in those days were really short-term) for 20-year guaranteed, amortized mortgages.

Much will be said, and much will be written during this Spring about the remarkable achievements that have flowed from the modest act which President Roosevelt signed on that June day 25 years ago. And it is not the purpose of this column to dwell at length—or even begin to do so—on the profound changes which have taken place in American housing and home ownership as a result of this depression-born piece of legislation and its administration.

In brief, it has contributed more to the well-being and prosperity of one nation than has any other federal legislation designed to stimulate private business through federal assistance—but all at no cost to Uncle Sam.

One point, which could perhaps be overlooked, is that the FHA firm commitment has been a most singularly important element from the standpoint of the builder. It has made it possible for a builder to obtain construction financing in quantity which otherwise he might not have been able to obtain. This line of "production finance," in turn, has made it possible for him to buy materials in volume and more economically, and to organize jobs more efficiently. It has been a boon to the home building industry.

So, indeed, has the Federal Housing Administration—with its magnificent contribution towards making the American people the best housed in the world.

May it continue its fine work during the next quarter of a century.

The voice that came over the air on a June night was a familiar one. It was before the days of television but that did not matter. Everyone sitting before the radio in his living room knew that it was the President, Franklin Delano Roosevelt, addressing the nation.

It was a busy period for the President. The 73rd Congress had just adjourned, leaving him a high stack of legislative bills to be approved or vetoed. The broadcast was a report to the American people on his Administration and the accomplishments of Congress. He had listed a number before he told his unseen audience:

"It (the Congress) took definite steps towards a national housing program through an Act which I signed today designed to encourage private capital in the rebuilding of the homes of the nation."

Thus was born what today is the Federal Housing Administration and which will observe its 25th anniversary this month.

The President had signed the bill earlier in the day, along with other major pieces of legislation—a Tobacco Act and a Grazing Act. The *New York Times* reported the signing of the housing measure in a short story under a two column headline at the bottom of the front page. The headline simply said: "Housing Bill Signed, Lumber Prices Cut; Early Building Revival Predicted."

The Act was a modest one by today's standards. But so was the economy and, for that matter, the home-building industry. Home builders had turned out 93,000 homes in 1933 and were, as the record now shows, to turn out 126,000 in 1934. Quite a difference

DUR-O-WAL[®]

S_{teel} + **D**_{esign} = **R**_{esults}

Amount of Steel
(weight and quality)

Design of reinforcing member (trussed and deformed)

Results (Crack-free masonry walls with a backbone of steel)

The Proven Answer to All Masonry Wall Reinforcing Problems



New Companion Product for Masonry Walls

Shipped in cartons with 12 pcs 32" long, 32 linear ft. Shipping weight 40 pounds.

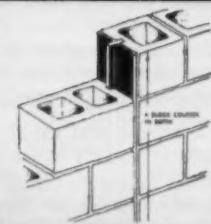


Rapid CONTROL Joint

Trade Mark



WIDE FLANGE



Mail today for your free literature on better masonry wall construction

DUR-O-WAL
Cedar Rapids, Iowa

NAME _____

COMPANY _____

CITY _____ ZONE _____

STATE _____

Neoprene compound flanges with concave edges allow easy compression and tight control joints.

DUR-O-WAL[®]

Rigid Backbone of Steel For Every Masonry Wall

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*the perfect answer to
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adds extra sales appeal, extra
space—at so little cost!*

Lots of plus sales appeal for a tiny cost—that's the winning combination when you use Wovynfold Folding Doors!

Wovynfold helps you sell because...

- it's a unique and exciting weave of beautiful grained Philippine mahogany and sturdy nylon-filled vinyl covering
- provides complete visual privacy—perfect for use as a passageway door, closet door or room divider
- simple to install and maintain—shipped completely packaged with all necessary hardware, can be installed in minutes
- top quality, of course—Wovynfold doors are guaranteed for one year against defects in material or workmanship

Wovynfold is a perfect combination of eye and durability appeal—and that's why leading developers specify it from coast to coast. It truly fits your requirements for beauty and economy, your customers' desires for beauty and convenience.

Write today for free colorful catalog.

WOVYNFOLD

a product of

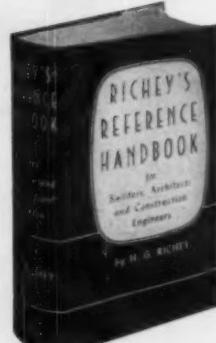
AMERICAN ACCORDION-FOLD DOORS, INC.

General Offices: Jamaica 33, N.Y.

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the Greatest Handbook of
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Ever Published . . .**

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for Builders • Carpenters

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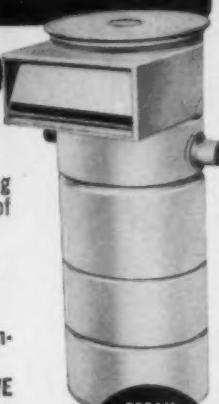
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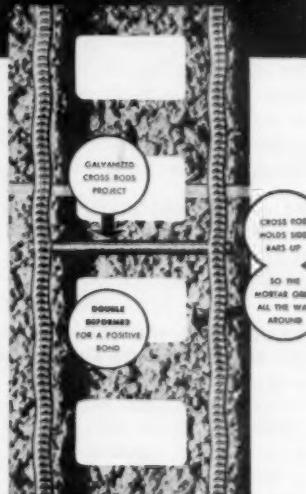
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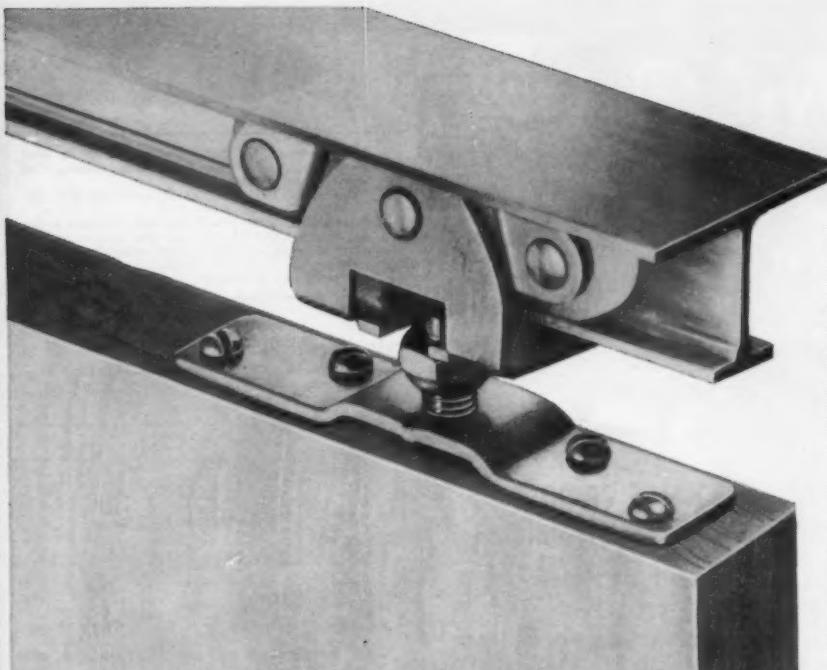
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FROM THE ground UP

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Some enterprising young insurance executive "on the way up" will probably soon develop a protective policy called "Call-back" insurance — but 'till that time, there are certain rules of the road you can follow to cut down the risk.

And the prime rule should be specification of building materials which are constructed with durability "built-in."

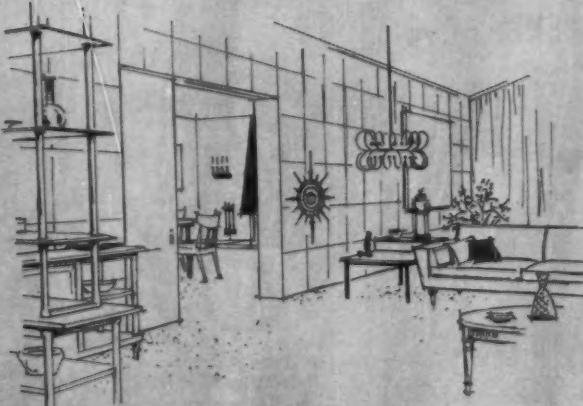
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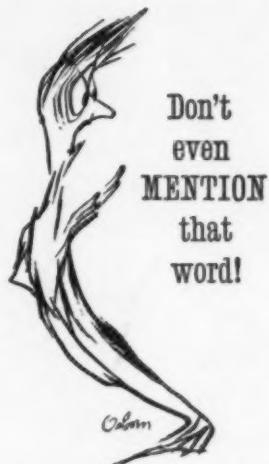
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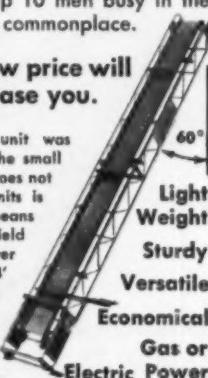
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THE MONTH Ahead

YOU NEED RED TAPE

One of the things the small-volume builder often forgets is that he's a businessman as well as a builder. This means, principally, that he has to keep track of money and the raw materials that he uses in his business.

Next month we're going to show you a set of builder's business forms designed to help you keep track of things. Thousands of builders have written in to us for copies, and we're sure that thousands more could use them.

The forms were devised for a remodeling operation. But they're basic enough so they can be adapted to new-home construction too. And many of the builders we've sent them to have used them as a basis for setting up their own system of estimating, job and cost control.

SCHOOL FOR BANKERS

Next time your banker gives you an appraisal that you think is three thousand dollars too low, pause a moment before telling him where to go. There really is a place he can go, that will benefit both him and the bank's builders.

For the sixth year, the University of Illinois Small Homes Council is presenting a six-day course in home planning and construction for mortgage lenders. The bankers will study everything from blueprints to paint, under the expert eyes of the university faculty. The dates are July 13-18, and the cost is \$75. Application should be made to the Short Course Supervisor, 116c Illini Hall, Champaign, Ill.

Why not mix pleasure with your business?

The weeks immediately ahead are the peak of the building season. But they're also vacation time. Here's an idea that may let you sneak off with a clear conscience for a few weeks of fishing.

Many vacation areas are rapidly growing into major markets for the home builder. As incomes get bigger, more people have money to spend on leisure time; and many of these people are starting to think in terms of a second house—a vacation retreat. Someone has to build these houses, and that someone might just as well be you.

It's an easy market to build for

This is an attractive market for a number of reasons. It's usually a cash job on a piece of land the buyer owns. So financing won't be a problem. The houses are simple and usually small. They go up quickly, can be built during a short vacation (yours). Most of the work is carpentry; foundations are slabs or piers, plumbing is minimal, and heating systems non-existent. Insulation is usually omitted, and much of the interior finishing is left to be done by the do-it-yourself type buyer.

Many small builders work this way during their winter vacations. They go to Florida, buy a piece of land, and build a house on speculation. The profit from the house (generally assured in a booming growth area like Florida) is more than enough to pay for the vacation.

Advantages of working near home

Building summer-vacation houses may not involve the glamor of a winter in Florida. But it's something that can be done close to home, where you've already established your credit and reputation. And you take a lot less risk building a contract job near your own back yard than in tying up your money in spec jobs hundreds of miles from home.

And even if you wind up spending your whole vacation behind a hammer, at least you'll be able to get some fishing in after work and on week ends.

IN THE NEXT ISSUE: your opportunities in the remodeling field...how a "problem house" was modernized from garage to attic...a cost-control system for the small builder and remodeler...how to adapt AMERICAN BUILDER's blueprint houses to your own market...how to get more profit out of your tractor.

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Find out all the ways Congoleum-Nairn will help you sell, including our special Model Home offer, and see all the colors of these new styles in Flor-Ever Inlaid Vinyl with cushioned back (by the yard for above grade and in tiles for above and on grade). See your Congoleum-Nairn salesman or write Congoleum-Nairn Inc., Kearny, New Jersey.

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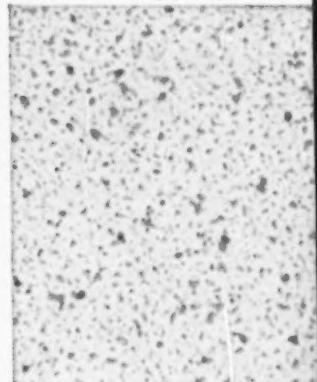


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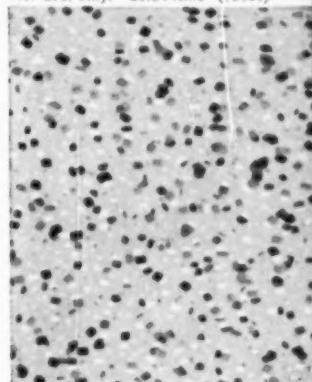
Flor Ever "Cosmopolitan"™ Vinyl (#6201) with iridescent metallics in gold, silver, and firebright colors. George Fred Keck, Architect



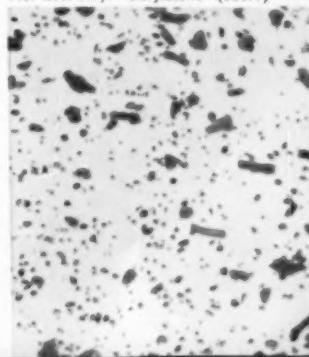
Flor-Ever DeLuxe Vinyl (#6012)



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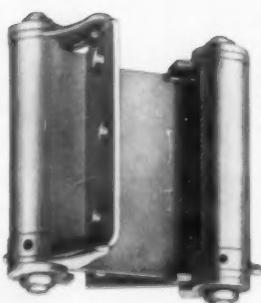
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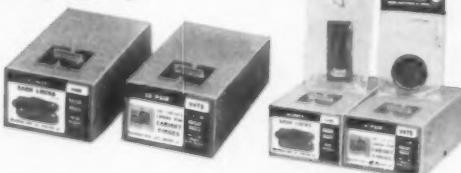
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